



ARCADE
SPORTLAND
and
OUTDOOR
OPERATING
NUMBER

•

The Coin Machine Review

MAY, 1941

The COIN MACHINE REVIEW for May, 1941, Vol. 8, No. 11. Published monthly at 1115 Venice Blvd., Los Angeles, California. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 for 1 year or 3 years for \$2.00. 25c per copy.

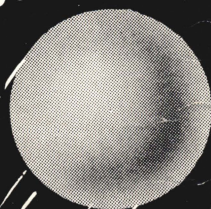
15 BALLS FOR



BIG ONE-INCH BALLS ... IT'S A REAL
THRILL TO SMACK THEM "ON THE NOSE"
AND WATCH THEM SAIL THROUGH THE
AIR! FILLS THE PLAYER WITH THAT
"COME-AGAIN" PEP THAT MEANS
NICKELS BY THE THOUSANDS!

**SMACK THAT
BALL AND
SEE IT SAIL
THRU THE AIR!**

THIS IS THE
ACTUAL SIZE
OF THE BALL



Specifications
WIDTH 25 IN.
HEIGHT 65 IN.
LENGTH 57 IN.

BATTING PRACTICE

**The Greatest Baseball Game Ever Made! Play it Yourself — If You'll
Play It — You'll Buy It!**

Manufactured by SCIENTIFIC MACHINE CORP., 21 Steuben St., Brooklyn, N. Y.

Exclusive Distributors for Pacific Coast

MILLS SALES CO., LTD.

1640 18th STREET
OAKLAND, CALIF.

1491 W. WASHINGTON BLVD.
LOS ANGELES, CALIF.

1325 S.W. WASHINGTON ST.
PORTLAND, OREGON



Let's look at the reasons why the name

WURLITZER

HAS UNEQUALED

ACCEPTANCE WITH

LOCATION OWNERS

AND

PUBLIC ALIKE

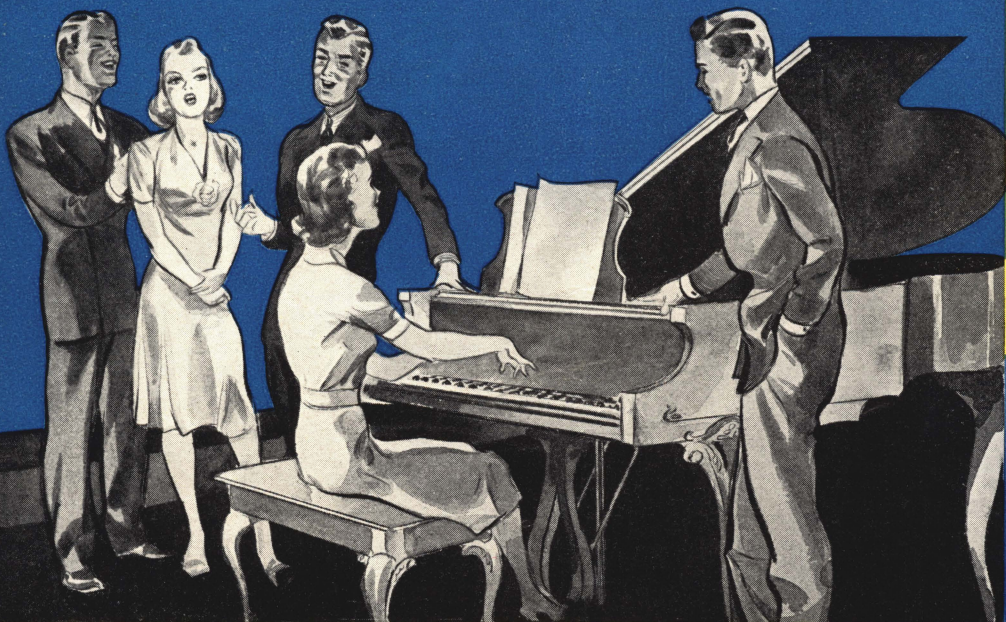


9 Reasons Why **WURLITZER** REG. U.S. PAT. OFF. **IN THE AUTOMATIC MUSIC INDUSTRY THAT HAVE IDENTIFIED WITH MUSIC ALL**



1 THOUSANDS OF LOCATION OWNERS have had Veterans show or tell them about Wurlitzer drums and bugles in the Civil War.

2 THOUSANDS OF LOCATION OWNERS when they were boys saw and heard Wurlitzer Coin Operated Pianos, Harps and Music Boxes back in the Gay 90's.



3 THOUSANDS OF LOCATION OWNERS own a Wurlitzer Piano or have visited friends who own one—know that Wurlitzer today sells more pianos than any other make.



4 THOUSANDS OF LOCATION OWNERS are familiar with Wurlitzer Accordions and know that Wurlitzer is America's largest manufacturer of Accordions.



5 THOUSANDS OF LOCATION OWNERS have patronized Wurlitzer Music Stores in leading cities.

IS THE ONLY NAME LOCATION OWNERS THEIR LIVES



6 THOUSANDS OF LOCATION OWNERS have friends whose children are students at Wurlitzer Schools of Music—Many have children of their own attending Wurlitzer Music Schools.



7 EVERY LOCATION OWNER has heard the Mighty Wurlitzer Organ in one of the leading movie houses.

8 LOCATION OWNERS have seen or read in newspapers and magazines about Wurlitzer's Priceless Collection of Rare Violins.



9 LOCATION OWNERS have read advertisements on Wurlitzer Retail Stores, Pianos and Accordions in newspapers and magazines.

*Here's What This
Deep-Seated Acceptance
Means to You!*

It means that you're offering a known quantity and recognized quality when you ask a location owner to install a Wurlitzer Automatic Phonograph.

That makes it easier for you to **GET** locations.

It means continued satisfaction on the location owner's part after the Wurlitzer is installed.

That makes it easy for you to **HOLD** locations!

It means greater profits for you because the public, too, knows the Wurlitzer name, associates it with fine music, will play the phonograph more.

These are basic, down-to-earth reasons why Wurlitzer sells more automatic phonographs than all other makes combined—why Wurlitzer Music Merchants get the cream of the nation's locations—why these men **MAKE MORE MONEY!**

Operate Victory Model Wurlitzers

THE ONLY PHONOGRAPHS
THAT HAVE WIDESPREAD
ACCEPTANCE WITH
LOCATION OWNERS
AND THE PUBLIC ALIKE

Greatest phonographs ever to bear the Wurlitzer name, Wurlitzer Victory Models enable you to cash in, as never before, on the widespread acceptance of the only name in the industry that people for generations have associated with good music.

The Rudolph Wurlitzer Company,
North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co.,
Ltd., Montreal, Quebec, Canada.



MODEL 750

WURLITZER
AUTOMATIC
PHONOGRAPHS

**SOLD ONLY TO
MUSIC MERCHANTS**



MODEL 850

★ The COIN MACHINE REVIEW ★

Side Notes...



There are many ways in which a publication can advance the best interests of an industry it serves.

We do not propose to go into a long discussion of these various methods of which we have made a most definite study throughout our nine years of publishing this magazine, but we do believe ONE very definite method of service is to "police" the industry being served when it becomes apparent that certain members are exceeding the ordinary bounds of general business practice and jeopardizing the business interests of others engaged in the same line of endeavor.

We had that thought in mind last month when we told you of a certain activity in the West where so-called music jobbers and distributors were "staking" operators' employees with new machines without a down-payment and using that procedure as a means of shaking down new sales from the operator himself.

We have investigated the activity completely and find that it has now spread to the vending machine field as well, with one Los Angeles outlaw manufacturer using "ALL of the tricks of the trade" in stuffing equipment down prospective-operators' throats at positively exorbitant prices.

However, to confine ourselves to our first issue we want you to know that we have progressed admirably in our work to blot out this menace in the West. We have gathered together signed affidavits from operators who have been affected by this unnatural activity, we have notified manufacturer-suppliers of these outlaw jobbers and distributors . . . and furthermore, we have called on them in person and discussed this matter to a point that we feel there will be no more of it in the West.

We ask operators throughout the United States to call upon us when such activities spring up in your localities.

We have the finest network of paid representatives in all of the key cities of any publication in this industry. Our men are ready, willing, and VERY ABLE to help you in any emergency that might arise.

Paul Blackford

*For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!*

... Contents



MAY, 1941

Don't Miss—

Penny Arcades, Their Arrangement, Operation and Earning Possibilities..... 13

Perc Smith, a man who has spent a lifetime in advising Arcade Operators, lets down in this informative article and gives forth with a mint of valuable information.

Gotham Gets Outdoors 15

Irving Sherman, working out of THE REVIEW'S New York office, gives a true picture of outdoor operating as the summer session swings into full stride in the nation's largest city.

Man-Made Music-Making Monster..... 19

Little did Bob Seymour know that he had fathered a natural for Arcades and Sportlands. Right now said "Bojo" is touring Alaska but will presently be back in the States and ready for a personal appearance tour.

Maxwell House — An American Tradition..... 25

An out-of-the-industry feature that is of supreme interest. Everyone knows of Maxwell House Coffee. Here is an authentic account of its birth. Prepared, exclusively for THE REVIEW, by Robert A. Latimer.

What's Cookin' 26

Second Stanza of this popular feature. In this issue such well-known coinmen as Harry Block, Dave Robbins, Tony Mangano, F. H. Parsons and others let out with their favorite recipes.

Coin Machine Opportunities Below the Border 45

In this installment, devoted to Mexico City proper, Harold S. Kahn, noted business writer now in Mexico and Latin America Countries on a special editorial mission for this publication, gives forth some excellent leads for enterprising operators.

Cover—

This month's cover subject is beautiful Louise Stanley, Buckley Music System girl for 1941, and just recently the "Girl of the Month" for Chesterfield cigarettes. Louise hails from Springfield, Illinois, and has played leading roles in forty motion pictures. Her great-grandmother was one of the Todds, the historic family into which Abe Lincoln married when Mary Todd became his wife. Miss Stanley's proud bearing and striking charm are the direct results of this distinguished ancestry. Louise is now exclusively the Buckley Music System girl and coinmen will have the pleasure of seeing her face and figure throughout 1941. The portrait on this month's REVIEW is an exclusive subject especially made for this publication by the Bryde, Richard & Pound agency handling Buckley publicity.

THE COIN MACHINE REVIEW

1115 Venice Blvd.

Fltzroy 8269

LOS ANGELES, CALIF.

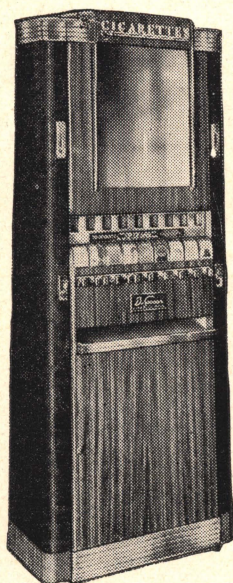
CHICAGO OFFICE C. J. ANDERSON
35 E. Wacker Dr. Central 1112

NEW YORK OFFICE . . . RALPH R. MULLIGAN
441 Lexington Ave. Murray Hill 2-5589

COIN
MACHINE
REVIEW

7

FOR
MAY
1941



R. A. Parina & Company

announce the establishing of

A N U N E Q U A L L E D S E R V I C E

for Western Operators on

The DuGrenier

CHAMPION

CIGARETTE VENDOR

The DuGrenier

CANDY MAN

CANDY BAR VENDOR

The Adams

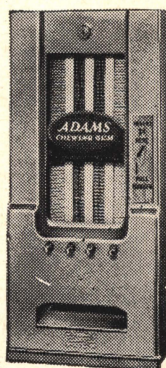
GUM VENDOR

TWO OFFICES TO SERVE YOU!

To better serve the operators of the Great Southwest an office has been opened at 1726 South Vermont Avenue in Los Angeles with A. F. "Tony" Parina in charge.

The new office is situated in the very center of the coin machine jobbing district and ample parking facilities are available at all times.

The complete DuGrenier line is on display and stocks are carried for immediate deliveries.



STOCK ON HAND FOR IMMEDIATE DELIVERY

Both Parina offices carry stock on the complete DuGrenier line for immediate delivery. No need to wait any more for machines to cover new spots.

Factory shipments have been scheduled so that there will always be a sufficient stock on hand in both offices to take care of an operator's emergency demands.

In addition the complete line of ADAMS GUM for use in the new DuGrenier Adams GUM VENDOR is carried in stock for immediate delivery.

"P.S." Takes On A New Significance!

No longer does "P. S." mean "something added after" . . . for "P. S." stands for PARINA SERVICE . . . and PARINA SERVICE starts the very moment you purchase a DuGrenier Vendor and continues for the lifetime of the machine.

Complete shop facilities, with competent factory-trained mechanics, are available in both Los Angeles and San Francisco to care for the operator's every requirement.

We Invite You to Come In Today!

R. A. PARINA & COMPANY

156 Ninth Street
SAN FRANCISCO
Market 6292

1726 S. Vermont Ave.
LOS ANGELES
ROchester 9933



• AUTHORIZED WESTERN DISTRIBUTORS FOR DUGRENIER •

GEARED FOR PRECISION



COIN
MACHINE
REVIEW

9
FOR
MAY
1941

Keep service costs at a minimum with the DuGRENIER CHAMPION cigarette merchandiser and CANDY MAN 5c candy bar machine. We pre-test your equipment—every detail—before shipping. You know that nothing mechanical will interrupt the steady flow of profits when on location. What's more, we guarantee that, "If any part or parts of our machines develop an actual defect in workmanship or materials within one year from date shipment is made to purchaser, we will supply such part or parts free of charge."

If you're looking for a trouble-free, smoothly running operation, the CHAMPION and CANDY MAN are your machines. Inquire about them today — Buy them today!

A. H. DuGRENIER, INC.
15 Hale Street
Haverhill, Mass.

Gentlemen:

Please send me full color literature on the "Champion" and the "Candy Man" and have your representative call.

Name.....

Address.....

City.....

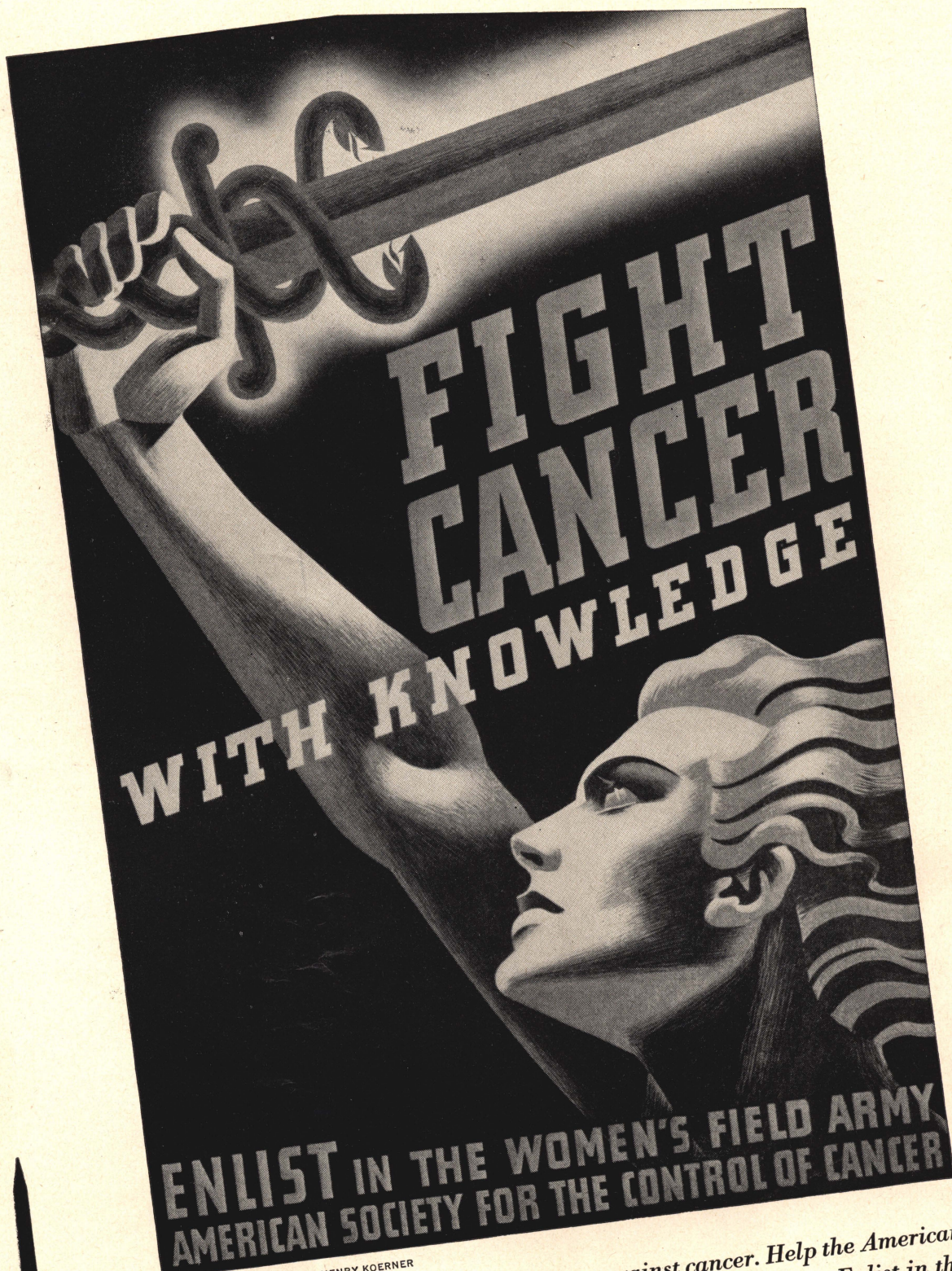
State.....

Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

10
FOR
MAY
1941



PRIZE WINNING POSTER BY HENRY KOERNER

Early diagnosis is the first line of defense against cancer. Help the American Society for the Control of Cancer in its educational program. Enlist in the local unit of the Women's Field Army. Annual enlistment fee \$1.00. Use the American Society for the Control of Cancer labels on your packages.

If a resident of New York City or the Metropolitan area, address New York City Cancer Committee, 130 East 66th Street. Package labels and the Quarterly Review will be sent to you for your dollar.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER
350 Madison Avenue • New York, N. Y.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

...E.X.H.I.B.I.T'S...

EXHIBIT *Gives you*

NEW 1941 MONEY MAKERS

BIG SEASON AHEAD • GET SET NOW

WITH THE FINEST and MOST COMPLETE LINE OF AMUSEMENT MACHINES—for PENNY ARCADES—AMUSEMENT PARKS—SUMMER RESORTS—TRAVELING SHOWS—DANCE PAVILIONS—SKATING RINKS—FAIR GROUNDS—ARMY CANTONMENTS—ACTIVE INDUSTRIAL CENTERS—and everywhere crowds gather.

ATHLETIC MACHINES—FUN MACHINES—FORTUNE TELLERS—POST CARD VENDERS and BIG LINE OF POST CARDS and ARCADE SUPPLIES.

PUNCHING BAG
CHIN MACHINE
BICYCLE TRAINER
FOOT VITALIZER

COCKEYED CIRCUS
MAGIC HEART
RAMASEES

KISS-O-METER
SMILING SAM
3 WHEELS OF LOVE

3 WHATSIS
HAMMER STRIKER
DIGGER MACHINES
POST CARD VENDERS

Write

for Illustrated Catalog featuring EXHIBIT'S NEW 1941 MONEY MAKERS... also FREE valuable information and illustrated plans of MODERN PENNY ARCADES (Large-Medium-Small) together with prices and terms.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO



PRODUCING
*Machines that Made
the Penny Famous*



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

...E.X.H.I.B.I.T'S...

WRITE

WIRE

PHONE

WE LEAD . . OTHERS FOLLOW



See—
HARRY

See—
JIMMY



ACE

STANDARD PRICE \$14.95
Case of 6 - - - \$80.00

OUR PRICE:
SAMPLE \$10.95
Case of 6 - \$59.50

NEW MARBLE GAMES

Hi-Dive (Gottlieb)	} \$109.50 Cash \$99.50	Hi-Hat (Genco)
Horoscope (Gottlieb)		Do-Re-Mi (Exhibit)
Target Skill (Baker)		Double Play (Exhibit)
Trailways (Bally)		Majors 1941 (Chg. Coin)

USED MARBLE GAMES

Wild Fire	\$79.50	Merry-Go-Round	\$29.50
School Days	69.50	Anabel	54.50
Sluggo	69.50	Wings	32.50
Salutes	79.50	Armada	59.50
Sports Parade	64.50	Yacht Club	32.50
Sparky	64.50	Brite Spot	39.50
Ten Spot	84.50	Glamour	39.50
Flicker	69.50	All American	62.50
Horoscope	79.50	Gold Star	64.50
Do-Re-Mi	79.50	Broadcast	69.50
Umph	79.50	Target Skill	70.00
Play Ball	70.00	Big Chief	59.50

We Buy—Sell—Trade—Exchange—What Have You?

COUNTER GAMES

21 Vender (Daval)	\$19.75	Klix (Groetchen)	\$19.75
American Eagle (Daval)	19.50	Pike's Peak (Groetchen)	29.50
Jiffy (Daval)	12.50	Grippers	12.50
Vistascope	29.50	Travelogue	19.50
Poker-Reel (Groetchen)	18.50	Zooms	29.50

All types of used phonographs at best prices.

MISCELLANEOUS

Scales (Mills)	\$39.50	Ten Strikes	\$25.00
Bally Bull's Eye	79.50	'37 Wurlitzer Skee Ball	75.00
Chicken Sam	54.50	'36 Wurlitzer Skee Ball	45.00
Keeney Anti-Aircraft Gun	60.00	Skill Rolls	29.50
Red Top Diggers	90.00	Bank Roll	37.50
Merchantmen	30.00	Rola Score	32.50

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Street

Los Angeles, Calif.

ROchester 1421



CUB

STANDARD PRICE \$13.95
Case of 6 - - - \$75.00

OUR PRICE:
SAMPLE \$9.95
Case of 6 - \$57.50

COIN
MACHINE
REVIEW

12

FOR
MAY
1941

PENNY ARCADES

Their Arrangement, Operation and Earning Possibilities

By PERC SMITH

Exhibit Supply Co. Sales Mgr., Arcade Division

There are several different types of Penny Arcades. The Main Street Arcade is a year 'round proposition. More and more of these spots are being opened up and operated successfully. The Amusement Park Arcade is a permanent setup, and the finest and largest Arcades in the country are of this type. They are found to be so profitable that such Arcades are generally owned and run by the park management.

The Carnie Arcade is an outfit in a tent with a traveling show. The Free Lance Arcade is one where the owner has his outfit on a truck and dates street carnivals and local celebrations during the summer season.

The basic difference in these various types of Arcades is that the Carnie Arcade and the Free Lance Arcade take their machines to the public, whereas a Main Street Arcade and the Amusement Park Arcade bring the public to the machines.

As regards the arrangement of machines in Arcades, generally athletic or gym machines are at the back end of the layout; such machines as Punching Bag, Chin Machine, Bike Trainer, Fist Striker, Hammer Striker, Foot Ease Vitalizer, and others. Along the side walls are arranged the Post Card Vendors, Cockeyed Circus, Drop Picture machines, small Meters, Whatsis, and three Wheels of Love, and all other small amusement devices that can be set on counters or benches. Scattered around the middle of the Arcade are the large fun devices such as Kiss-O-Meter, Magic Heart, Ramasees, Smiling Sam, Diggers and similar full length floor models.

An important necessity is the cashier's desk where the owner or attendant makes change—hands out the pennies in exchange for "white money"—nickels, dimes, and quarters. This desk is usually placed well to the front but in the center, so that a close watch can be kept over the crowds at all times. On Carnie Shows some tents have the opening long way, whereas other owners prefer to have the opening, or entrance, on the end. No two fronts are alike, every manager having his own idea of what kind of a display will stop the crowds and pull them in. Names for Arcades are as varied as the front display: Penny Wonderland; Funland; Squint Land; Penny Arcade, free, walk in; Joyland; Fun for a Penny; Playland Squintorium and Amusement Palace.

During the last two seasons, big advances have been made in lighting effects—neon signs in colors are used extensively outside and inside the arcade. To keep pace with outside illumination, electric display signs are now built into modern amusement machines. There is nothing like bright colored light effects to attract and hold the crowds. One well known showman, when in Chicago, bought a complete equipment for making neon signs, and also took back home with him a skilled neon workman. Since then his Arcade has become one of the most talked of on the road for "flash" and "bally-hoo."

What's the earning power—how much will an Arcade take in? That's the main question with the man considering such an enterprise. I have talked over this matter with old timers as well as men who started recently. The very fact that there is a general reluctance to give out earning data indicates that the profits are good enough not to broadcast. I remember one day last summer when Mrs. Smith and I accepted an invitation to look over the Arcade on a well known Carnie visiting Chicago. I have known this Arcade Manager for a long time. I stood alongside his glass enclosed cashier stand and watched him hand out the little piles of pennies through the small arched windows in the glass. It kept him hustling. The arcade was crowded and it looked like every machine was getting a play. Later his wife took over and he walked with us around the carnival. Finally I asked him what he figured the "take" would be for that day.

He guessed it around \$250. His Arcade consists of about 75 machines in a 30' x 50' top (tent). It is quite usual for an up-to-date arcade to take in several times its cost the first year.

The day after last Labor Day, Jack Murray with Beckmann & Garety Shows, wired me as follows: "The Kiss-O-Meter had 3,207 people try it Labor Day." This seems almost incredible, but the telegram was volunteered. We have received many other expressions of unusual Kiss-O-Meter earnings. The three little Meters are also great favorites with the public. "Those three small Meter machines grossed \$27.30 the first four days," testifies S. W. Lake, Gold Medal Shows. "I took \$33.40 out of three little Meters for two days play," claims G. A. Skinner, Penny Arcade Navy Pier, Chicago. A Punching Bag will average \$10 to \$15 a day in a live spot. The above earnings are mentioned to give the reader an idea of the possibilities of arcade machines.

It's the universal opinion of Arcade Managers that of all penny machines, post card venders get the most consistent play from the public. Business ethics forbid revealing the big quantity of Exhibit cards purchased yearly by well known Amusement Parks and Carnie Companies. Sufficient to say there is not an up-to-date arcade that has not got a battery of from ten to twenty-five of these popular penny getters.

For the small amount of investment required, there is no other equipment that fills more space, makes bigger flash, or earns more steady pennies, than a line of Card Vendors, and it's been proven over and over again that these Card Vendors are the backbone of the Penny Arcade business. The main reason for their success is the continuous introduction of original and attractive cards. Frank Wittlinger, penny arcade manager, writes: "An Arcade cannot get along without Exhibit Post Cards. They are the best advertisement I have."

There never has been a time when penny arcades had the opportunity they have today. One reason is because of the tremendous quantity of pennies in circulation, and a Penny Arcade is the only place on the midway where pennies can buy fun and plenty of it. Another reason is that prosperity is increasing. People have odd change to spend again—at summer resorts, beaches, picnics, town celebrations, on vacations, automobile trips, around Army Cantonments—everywhere you find the crowds is a good spot for a Penny Arcade.

The spenders are coming, so work fast.

Our concern (Exhibit Supply Co.) will be glad to send interested readers layouts for model arcades, as well as to discuss the entire Penny Arcade subject with those who may be considering going into this more and more profitable branch of coin machine operation. ♦



Where pennies circulate by the millions. You can't keep the crowds away. Above is a picture of one of many Exhibit-Equipped Sportlands and Arcades.

COIN
MACHINE
REVIEW

13

FOR
MAY
1941



"Smooth . . . Sleek . . . Real Beauties"

**THAT'S WHAT OPERATORS ARE SAYING
ABOUT OUR RECONDITIONED
EQUIPMENT!**

Salute	\$79.50	Fox Hunt	44.50	Variety	17.50
League Leader	64.50	Jolly	32.50	Big Chief	59.50
Skyline	42.50	Sporty	35.00	Power House	44.50
Sea Hawk	74.50	Rink	15.00	Cross Line	57.50
Zombie	62.50				

NEW GAMES
All . . . \$99.50 each

Baker's TARGET SKILL	Exhibit's DOUBLE PLAY	Genco's HIGH HAT
Bally's TRAILWAYS	Gottlieb's HIGH DIVE	
Keeney's FOUR DIAMONDS	Chicago Coin's MAJORS OF 1941	Stoner's UMP

COUNTER GAMES		PHONOGRAPHS	
POK-O-REEL	\$18.50	Wurlitzer 61	\$75.00
KLIX	19.75	Wurlitzer 41	87.50
ZOOM	32.50	Brand New Wurlitzer Stands, ea.	15.00
PIKE'S PEAK	32.50		

"The House That Doesn't Chisel!"

LONG BEACH COIN MACHINE CO.

1628 E. Anaheim

Long Beach, Calif.

Phone: 722-64

Punch Board Not Gambling

LOS ANGELES—It may be illegal to run a candy punchboard in Santa Monica, but in the eyes of the state such a device doesn't constitute a "gambling machine." This was the recommendation here by Franklin B. Cole, State Board of Equalization referee, in connection with the case of Robert J. Collignon.

Collignon was brought before the Board after he had been arrested and convicted on the charge of operating a "gambling device." His hearing, following the usual routine, was to determine whether he had imperiled his liquor license. Then Judge Cole learned of what the "gambling" consisted. The Board dismissed the case.

The Navy Bally Well Likes Its Beverage

NEW YORK—The lads in blue rallied 'round five Bally Beverage Vendors on the U. S. S. North Carolina and consumed over 1200 drinks the first day, according to officials of Standard Beverage Corporation. An official of the large operating organization, with headquarters in this city, stated that four additional vendors were immediately placed aboard the vessel. So now nine machines are doing a rushing business furnishing high quality, perfectly carbonated beverages to the naval crew manning the North Carolina and the civilian corps doing the final construction work.

"It must be difficult to eat soup with a mustache."

"Yes, it's quite a strain."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Best 10 Words Floors Colby

NEW YORK—Frank Colby of the Bell Syndicate didn't know what he was getting into when he asked newspaper readers through his special syndicated feature to send in what they considered the ten most beautiful words in the English language.

Naturally opinions varied considerably but top honors for originality went to a chap in Texas who selected: "coin, spondulics, long green, cash, filthy lucre, dinero, shekels, mazuma, dough, folding money." ♦

Scouts Thank Bay Coinmen

SAN FRANCISCO—Thanks of Frank Coughlin, Scoutmaster, the committeemen, and members of Troop 101 of Daly City, Calif., have been extended to Ed Heinle and Al Armos of Golden Gate Novelty Co. for the donation of two marble games for use in the troop's private club room by troop members only.

C. G. Gesner, troop committee chairman, wrote: "After watching the boys last evening playing the games, we came to the conclusion that a pin-ball game can really be played purely for fun and excitement. Some of the boys actually developed considerable skill at it.

"It is a shame that such an enjoyable game as these modern pin-ball games should have to suffer just because youngsters have been allowed to loiter around them in a few public places."

Indication is that permitting this group of boys to play in their own private quarters without need for coins will keep at least that group away from games installed in public places.

Al Armos, who owns and operates Golden Gate Novelty Co. and who made the gift possible, is a member of the board of directors of the Amusement Merchants' Association of San Francisco, and the letter of thanks which came to him in this instance is, according to Sidney Mackin, the association's managing director, typical of those being received at his office in connection with the organization's program of co-operation with the various civic bodies. ♦

New Bowling Game Readied by X. L.

BOSTON—Tally-Bowl, a new manually-operated bowling game, has been introduced to the trade by Maurice Kushner, president of X. L. Coin Machine Co., Inc. Unique in that it is operated from the rear position and not from the orthodox front position as in usual bowling, so that the ball spins through a hoop effect and then onto the playing field giving tremendous speed action to the play, makes the game much more interesting, Kushner asserts.

Twenty feet long and three feet wide, the easily-locatable game comes in seven simple put-together-units for easy moving from one location to the next, Kushner declares.

Many leading arcade men who have seen it are reported to be arranging for entire batteries of the machine during the coming season, and one such operator declared he believed Tally-Bowl would earn more money for him than any other equipment he now has in use. ♦

GOTHAM GETS OUTDOORS

...and finds operators have already provided for their summer enjoyment via the coin chute route

By IRVING SHERMAN

Towering beehives of offices, crowded flats, dingy stores as well as smart ones, and a vast, teeming population elbowing its way through the world's largest city—New York. And when spring and summer come, your New Yorker is not far behind. He gets right out in the open as much as he can, and Gotham's coinmen, taking the hint, have gotten there first.

Our old friend, the penny arcade, is back in full blast on the sidewalks Al Smith made famous. Starting at old Tammany Hall's stamping ground—Fourteenth Street—and stretching up to Fiftieth and Broadway, heart of the theatrical district, the arcade has dusted itself off to hold its own with the best of 'em, from Mutoscope movies to Gypsy fortune teller, name-plate maker, punching bag, lung-tester, and that real old wheeze, the electric shocker to fill the rundown veins with juice.

But it isn't quite the same. There are marble tables galore, and here's a new contraption, a rocket-to-the-moon, maybe. No, the attendant, his coins jingling, says it's a Sky-Fighter, the thing the R.A.F. uses to talk to Hitler.

The arcade, we've been told, is the poor man's home. By the same token, homes for the poor are on the increase in Gotham, and the tendency is to give the player a run for his money, a bona fide thrill, a real test of his skill. The jump from Fourteenth to Forty-second Street is short, and here, sandwiched between one of Ziegfeld's old hang-outs and Jimmy Cagney talking out of the side of his mouth, is something that won't let you down. With a flea circus on one hand, and on the other baseball's Alexander the Great and Jack Johnson proclaiming Joe Louis is a bum whom he could lick with one hand if given a chance, the coin machine comes through with a lustre and appeal all its own. There's no barker, and none is needed. All you do is follow the crowd and you're in.

A goodly share of Sky-Fighters are here as a sort of *pièce de resistance*, and just to show there's no hard feeling, an enterprising chap named Gordon has moved in nearby and outfitted an emporium specializing in these devices.

On Sixth Avenue, the prodigal son come to life, is the arcade run by Al Marin, who matter-of-factly states he is competing with Rockefeller—and to prove it, diagonally across are the Center Theatre, the new Roxy, and Rockefeller Center itself, with millions of dollars of entertainment stacked up against the little spot on the left side of the street—and doing a solid job.

Arcades in New York are something—these only sketch the whole group—but they are not the whole story of the outdoor-play market. Scale machines, of course, predominate in the outdoor picture, adjacent to subway entrances, barber poles, and other

likely eye-catchers and pedestrian-pullers. Then, numerically, follow the candy machines—sleek, competent merchandisers by Canteen, du Grenier, Stoner, Rowe, U-Need-A-Pak, and others. Handkerchief and perfume vendors traditionally still hug terminals and other large centers, yet in Manhattan some 6000 vending machines other than the units mentioned are registered in outdoor spots. Out of 16,000 games in Manhattan and the Bronx alone, and extending into the southern tip of Westchester, 1500 have found outdoor spots and more are being placed. In Brooklyn, the register of about 11,000 games find 1100 placed easily for pedestrian play.

An appeal to adult taste characterizes the outdoor coin machine location of today, in contrast with the old idea of catching the



children. The psychology in this is characteristic of the industry throughout the country. As a result a few operators have tried their luck with gum, candy and pistachio vendors in locations where the adolescent is an infrequent visitor—in liquor stores, for example—placing them where they offer no obstruction but where they can be easily observed by the location owner. A simple device for this purpose is a mirror so hung that with his back turned the owner can watch machine and customer, and even the machines outside, as a precaution against undue tampering.

Operators are more or less unanimous that one of the reasons for the increasing spread of outdoor vending, both in games and merchandisers, is greater mechanical perfection. In olden days a standard comedian used to gag: "I was in the subway this morning, when all of a sudden a big husky guy topples right over." And the stooge: "What happened? Did someone hit him?" Comedian: "No. He put a penny in one of them gum machines and a piece of gum came out."

No more! The machines click off like Father Time—and your money comes back if the merchandise is gone. So the machines move outdoors, to stand alone, and on their own bases.

Perhaps one of the most interesting strides taken in outdoor vending is the machine Mills Novelty has installed in the Bronx Zoo—not for the visitors, but for the animals—whereby the Zoo sought to nab both birds with a single stone.

Kind-hearted visitors have been the bane of the park for years because what you think a seal wants to eat and what the seal thinks it wants are two different things. The Bronx Zoo has lost many an animal through the crackpots who offered the inhabitants such tid-bits as rubber balls and pearl buttons, and such conscientious but misguided souls as believed lollypops and chocolate drops were good for stomachs requiring vegetables or fish. Finally a new administration decided to do something about the evil, and at the same time solve the Zoo's budget problems.

The answers are the graceful, red-painted vendors supplying bags of food for a nickel.



Upper right: Feed the ducks! A Mills Vendor in the Bronx Park makes it right feeding. Above: Seventh Avenue and an educational blitzkrieg. Below: Next to the Amsterdam, an old Ziegfeld theatre—coin machines pull them in.



COIN
MACHINE
REVIEW

15

FOR
MAY
1941

Machines near certain groups of the Zoo's denizens contain the correct foods for these groups, and the stuff goes like hot cakes. On Sundays and holidays the machines have to be refilled every hour on the hour, Zoo authorities have stated.

Thus goes the trend of outdoor coin machine vending in New York. With manpower becoming scarcer, retailers and the general public requiring more goods in shorter time with less fuss, distraction and possible wrong-changing accompanied by sharp words, there is every indication that the coin machine, as a direct answer to consumer interest, will gain momentum in the days to come. ♦

Sassoon Donates Game Receipts

CHICAGO—Sir Victor Sassoon, noted multi-millionaire of the Orient, one of the four richest men in the world, member of British nobility, after reading the article regarding his purchase of Daval counter games for operation in some of his outstanding business interests in the Orient, reported that one correction should be made in this story to the effect that these Daval counter games are now being operated for relief purposes, all the coin they take in being donated to the British War Relief Fund at the present time.

He also reports that when the machines go into operation in the Orient the money that they will take in will be entirely donated to the Red Cross there. Sir Victor is of the hope that a large number of these machines will be operating in the Orient so that the money received from this operation will prove of immeasurable aid to the Red Cross.

At the present time, machines which he has already purchased from Daval's Pacific Coast representative, Mac Mohr, are being operated for the British War Relief Fund. The monies taken in by these machines are given to this fund. The entire operation of Daval counter games at present is for this charitable purpose. According to officials of the Mac Mohr Company, "Sir Victor is mighty pleased with the machines he has already purchased and is also much impressed with their earning power. It is his hope that they will prove of great help to the British War Relief Fund and also to the Red Cross in the Orient when he sends the machines there for that purpose. ♦

Sloganeer

LOS ANGELES—Bon G. MacDougall, executive in the old Pacific Mfg. Corp., during its heyday of coast manufacturing, has suggested a new slogan for patriotism in production centers as a means of preventing sabotage. Offers MacDougall:

*Don't Let 'em Catch Us
With Our Plants Down!* ♦

An Astrological Portrait — of —

JAMES A. GILMORE, Secretary of C.M.I.

— Prepared by —

HELENE PAUL

World Famous Astrologer

The horoscope of James A. Gilmore, secretary of the Coin Machine Industries, Incorporated, reveals many interesting if highly contradictory qualities. Born February 1st, with the Sun in Aquarius, he is a very modern, progressive individual—apt to be quite unconventional in his ideas and judgment. Very humanitarian and philosophical, he nevertheless has strong likes and dislikes. Active in reforms, progressive in ideas, highly intuitive, he is apt to have a complete disregard for public opinion—were it not for the fact that he has the Moon in Virgo, which adds a totally different and highly contradictory vibration.

This confers unusual power of discrimination, with a tendency towards ultra-conventionality and conservatism. He is apt to give too much attention to relatively unimportant details—to worry about many things that never happen,—a quality that is entirely opposed to the unconventional aspects of "Aquarius."

Mars, the planet of force and activity also in Aquarius, adds great originality, quick wit, a scientific viewpoint; it makes him impulsive in manner and speech, and at times rash, headstrong and abrupt. Fond of literature and philosophy, occult studies and science generally, Mr. Gilmore is ambitious, enterprising and independent. His opinions are fixed—not readily changed by others, and when he does make a change, it is usually a quick one, and undergone quite suddenly and abruptly.

It is curious and interesting that Aquarius rules machinery and modern inventions, and certain aspects in the natal constellation of Mr. Gilmore give him unusual ability as a director, with a responsible position in connection with the promotion of large organizations. He undoubtedly has a great many friends, and is what is known in ordinary parlance as a "good mixer"—attracting and holding the goodwill of many people in every walk of life—inferior as well as superior.

Mercury in Capricorn favorably aspected by several other important planets in his natal constellation, adds a serious, thoughtful, practical quality, with unusual ability for organization and stick-to-it-iveness.

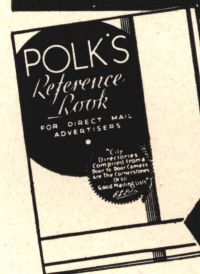
This natal constellation for Mr. Gilmore promises unusual achievement. However, he should know just what to expect and when—so that he will be adequately prepared for these important promotions which are so clearly indicated. ♦

COIN
MACHINE
REVIEW

16

FOR
MAY
1941

MAILING LISTS



GET OUR FREE
REFERENCE
BOOK and
MAILING
LIST CATALOG
FREE

Gives counts and prices on accurate guaranteed mailing lists of all classes of business enterprises in the U. S. Wholesalers—Retailers—Manufacturers by classification and state. Also hundreds of selections of individuals such as professional men, auto owners, income lists, etc.

Write today for your copy

R. L. POLK & CO.

Polk Bldg.—Detroit, Mich.
Branches in Principal Cities

World's Largest City Directory Publishers
Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

for PICTURES It's MOTT

For portraits and commercial shots you cannot get better work at a fair live-and-let-live price. We are official photographers for the industry. Our work appears in every issue of this publication. Call us and be assured of a perfect result. Ask for

Bernard Merge at
MOTT STUDIOS
2115 Pico Boulevard EX-2458
Los Angeles, California

**Operators
Notice**

AUTO LOAN PURCHASE MONEY

3 1/2%

SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St.

Michigan 0961

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

SMART

—from any angle!



Model 500

7, 9 and 15
columns of
beauty in
white or
walnut.

U-NEED-A-PAK PRODUCTS CORP.

135 PLYMOUTH STREET

BROOKLYN, N. Y.

COIN
MACHINE
REVIEW

17

FOR
MAY
1941

Western Distributors: U-NEED-A-PAK COMPANY, 2700 S. Hill St., Los Angeles, Calif. PR 8030

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

An Open Letter to Frank A. Munsey Co., Publishers, 'Detective Fiction Weekly'

The famous old once-reliable publishing firm of Frank A. Munsey Co. has fallen, dragging the coin machine industry through a smear of "crime syndicate whose tentacles have reached from Maine to California and from Miami to Seattle . . . a syndicate that has formed an unholy alliance with corrupt police officials, crooked politicians, small shopkeepers and even respectable, legitimate businessmen; a syndicate whose sales methods have included blackmail, intimidation, bribery and murder."

And as the coin machine industry has been maligned, so too have the men in it been called "hoodlums, petty gangsters, punks and criminals who had depended upon bootlegging for a livelihood (and) were forced to turn elsewhere to find a source of easy money."

Seventeen-year-old "Detective Fiction Weekly" — which is old enough by now to know better — is the source of information that the whole country has been divided into territories under powerful "czars," that pin-ball games are the creations of genius (with which we won't argue), that there is less chance of winning from a pin-ball game than from a slot machine, and that all games are dishonest. Murder is pinned onto the exposé.

So exaggerated are the claims, the misstatements of fact published under "Hobbies in Crime" on page 49 of the May 3 issue, that one might ignore the whole thing—except for the fact that the magazine, which has had a reputation for good detective fiction, must often get into hands of youngsters who will be encouraged to crime attempts through this channel and, even worse, into the hands of smarter people liking to relax with detective stories who will, as a result of the charges against the coin machine industry, do everything possible to wipe it out.

It is evident that the writer of this piece in "Detective Fiction Weekly" made no honest and conscientious investigation of the true nature of the coin machine industry. Nor did the publishers, apparently, care whether he wrote truth or lie, so long as the material was sensational enough to help sell the magazine on the newsstands.

Certainly every field has its black sheep. The publishing industry is no more an exception than the coin machine industry. But by and large coin machine operators are, themselves, businessmen, concerned not with graft but with the problem of making an honest living, and interested in their own homes' and communities' betterment.

We sincerely invite the editors of "Detective Fiction Weekly" to investigate for themselves the exact status and conduct of the coin machine business so that, by publishing a retraction of this erroneous article, they may once more hold up their heads as being truthful.

And we challenge all operators associations within hearing who resent being called "hoodlums, petty gangsters, punks and criminals," to write their protests at once to William T. Dewart, president, The Frank A. Munsey Co., 280 Broadway, New York City, giving him the honest facts about this industry.

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size 3 1/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 @ 7c	each	—	Total	\$ 3.50
100 @ 5c	each	—	Total	5.00
250 @ 4c	each	—	Total	10.00
500 @ 3 1/2c	each	—	Total	17.50

Write for Circular on
BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago, Ill.

Earnings

Nehi Corp.

Net income for 1940 was \$952,743, compared with \$1,048,722 for preceding year.

Philip Morris & Co.

Net income for the nine months ending Dec. 31, 1940 was \$5,235,759.

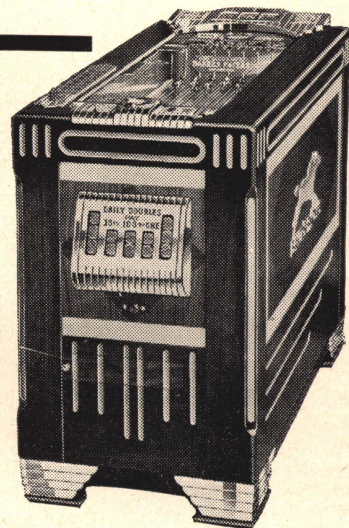
Bayuk Cigars

Net income for 1940 was \$1,925,961, compared with \$1,782,785 for 1939.

RAF Eagles to Get American Eagles

CHICAGO—The American Eagle squadron of Britain's Royal Air Force soon will have another member—one of The Daval Co.'s American Eagles—to be sent through Al S. Douglass in the hope that the American volunteers will get some real fun out of the token payout counter game with its new Defense reels and that it will somehow help the boys to "carry on the great job that they are doing for all of us."

The counter game was named some time prior to formation of the RAF's American group.



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1941 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

Buy With Confidence
Own With Pride

The BAKER NOVELTY
CO., INC.

2626 Washington Ave., Chicago

Man-Made Music-Making Monster!

by Louis Karnofsky



TEN years ago Bob Seymour of Seattle divided his time between electrical work and rigging up mechanical displays for retail firms. The electrical work he took in stride; the mechanical displays he lavished with every ounce of ingenuity and skill he could muster, because that was Bob Seymour's all-devouring passion. His goal was to mould a device which would be perfect in every respect.

At that particular time he had just installed a display in a local appliance store, consisting of a woman bent over a tub washing clothes. Being new, the joints required lubrication, so Bob went into the front window, lifted the wash lady's dress, and oiled away.

He finished his task, and dropping the dress, crept out. A neighbor woman chanced to be passing just then. For a moment she stood frozen in her tracks, eyes wide. When the shock had sunk all the way home, she whirled around and made tracks for Bob's home.

That evening the missus greeted him with both hands on hips and a stony glare in her eye. "Who was that woman you were with?" she demanded.

Whereupon, Bob came through with the 1,734th version of that ancient gag, by replying:

"That was no woman; that was my dummy."

Even a decade ago, his brain-child had the mark of realism stamped on them.

Four years ago, Bojo was born—not in the depths of the African jungle, but in Bob Seymour's fertile mind. The most ambitious project a coinman ever attempted required three-and-a-half years to complete, 1,000 hand-made parts, 5,028 hours of skilled effort, and cost \$5,000.

Such a remarkable job did this 43-year-old inventor do that Bojo could probably return to the jungle right now and fool nine-tenths of the living anthropoids.

Bojo sits on a log in his cage and plays a concertina. Nothing unusual in that, you say? Well, Bojo tosses his head, rolls his eyes, twitches his ears, and keeps time

with his feet. Bojo blinks, winks, moves his ears, wrists, elbows, fingers, and sticks out his tongue. Bojo smokes a corn-cob pipe filled with honest-to-goodness tobacco; and the music he plays comes directly out of the accordion clutched in his two hairy hands.

A slightly inebriated gentleman stood watching Bojo while on display at the Fun Palace, Seattle arcade. For perhaps 35 or 40 minutes, this chap stared intently. Every move, every twitch was observed with the closest scrutiny. Cautiously the spectator

stituted. Every whisker and hair on the face were glued on individually. The bloodshot effect in Bojo's eyes—a remarkable duplication of the real thing—was attained through hours of mixing paints to match the color of blood veins. The accordion is of paper mache, treated with a special process finish. The log he sits on is of wood, with pieces of bark glued on. His teeth are hand carved and sharp. "Naturalness" was the keynote religiously adhered to in every conceivable way.

A zipper in the back opens to 200 pounds of mechanical gadgets. Just looking at them is enough to induce dizziness. Carving them, piece by piece; fitting them, screw by nut, is a Herculean feat. Only the automatic Wurlitzer record changer and the electric motor are manufactured items.

During the last Christmas season, Fredrick & Nelson—leading department store in Seattle—hired Bojo for a three-day exhibition. Several anxious mothers pulled their children away from the overgrown chimpanzee with the admonition: "Don't get too close!"

But there was no protective railing, and as the crowds edged nearer, their fears melted. Souvenir hunters unjointed three fingers and gleefully added them to their collection.

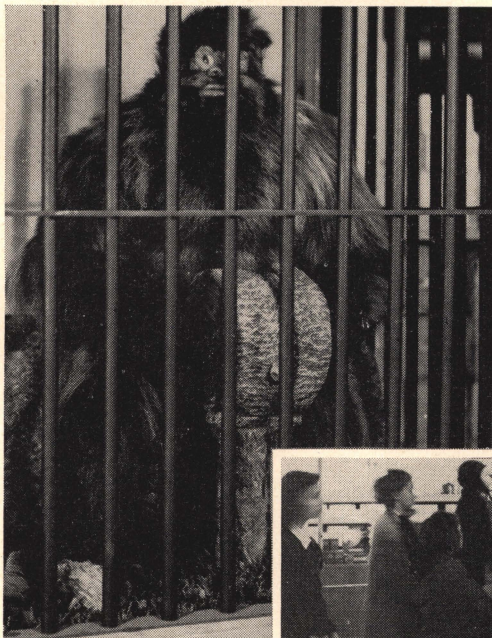
Bojo represents a complete loss to moths, as he has been thoroughly demothed. He plays twelve accordion numbers—either continuously or with selective coin chute. His winks and blinks and struts can be either

speeded up or slowed down to match the tempo of the musical selection.

Such a furor did this relative of the Great Ape cause, that the *Seattle Post Intelligencer* dispatched Doug Welch, their ace reporter, and a cameraman. The story and accompanying picture occupied a three-column spread in the November 10, 1940, issue.

Carnivals have clamored for an opportunity to borrow Bojo for their shows, but a sentimental attachment has grown between creator and product. Bob Seymour would suffer acute heart-break were Bojo to be out of his sight for any length of time.

Right now Bojo and Bob are touring Alaska on a 30-day jaunt, in the interests



Bojo, the hand-made music-playing Ape, a brain-child of inventor Bob Seymour, is shown above in his cage. AT THE RIGHT Bojo is shown on exhibition.



moved closely. Gingerly, he put a hand inside the cage and felt the fur-covered hide. The body was cold. Disillusionment overcame the one-man audience. "Hell," he spat disgustedly, "this damned thing is a fake!"

Prior to starting work on his favorite step-child, Seymour spent several months looking at photographs of gorillas. He studied them from every angle and in every shape and form. Several heads were constructed before one was tapered to fit the exacting blueprint.

All features had to be proportioned along the lines of a living animal. Bojo's first dress was a deer hide, but that color was too light; so a genuine bear skin was sub-

COIN
MACHINE
REVIEW

19

FOR
MAY
1941

of Earl Heroux, Bob's boss. If you hear of any Eksimeaux keeling over or suddenly going berserk, it will probably be the result of Bob Seymour's handiwork.

After Alaska may come a movie debut. Can you imagine Comedian Lew Lehr squawking, "Monkeys is the cwaziest people" and then going into his screwy dialogue while Bojo goes through the gyrations? Man, it's a natural.

But Inventor Seymour is not content with his protege. Perfection is still his goal. What, you are probably asking, is there left to perfect on this jungle-fugitive—do you expect him to climb trees?

Well, don't be surprised if that comes to pass. Meanwhile, Bob Seymour is working on a mechanical bellows for insertion in Bojo's chest. With that installed, Bojo will breathe just like you and I and every normal human being—and then you'll have to prove he's not human to win your point.

Printing

PRINTERS TO THE COIN MACHINE TRADE

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

HOLDSWORTH PRINT SHOP
128 S. Alma St. Los Angeles, Cal.
AN. 16077

COIN
MACHINE
REVIEW

20

FOR
MAY
1941

PHOTO OF THE MONTH➔

WITCH IS WITCH? Hat Style News Service which keeps us up-to-date on what's new in men's hats informs us that this is the latest Spring and Summer creation for pumpkin heads.

We gladly present this photo of today's mad men on the inauguration of this new department. We suggest coinmen frame this picture and sell "dart chances" on it.

American Eagle Blitzkreigs With Defense Reels

CHICAGO — Tanks! Parachutes! Machine Guns! Anti-aircraft Guns! Those are the things the American public 'goes for'. Al. S. Douglass of the Daval Company, leading counter game manufacturer, disclosed today that this demand has caused a speeding up of production on the Defense Model American Eagle. "This past week," confided Douglass, "we found that the demand was getting beyond our production schedule and therefore re-adjusted our production system to step up the assembly and the manufacture of the parts necessary for the Defense Model American Eagle.

"However," Douglass hastened to add, "that doesn't mean we have taken men away from assembling Marvels, Cubs and Aces and our famous '21' machine. Representatives of publications devoted to increasing the interests of location owners in many fields have been calling at our offices and have advised me that the counter games manufactured by our firm have been, in large measure, responsible for making the counters of many locations profitable. These representatives knew our games al-

most as well as we did. They named American Eagle, Marvel, Cub and Ace and our new '21' as actual lifesavers for many of the storekeepers to which their publications cater."

Douglass philosophized that the North and South certainly do join forces when it comes to praising the Daval '21' machine. "From the rocky coast of New England to the palms of Florida, throughout the South and into the Southwest, from the gentle Pacific to the Northwest pine country and the Midwest, then down through the industrial regions of the Atlantic Seaboard states, distributors define the '21' game as the greatest counter game of the year," said Douglass. "One distributor wrote us, 'This game is going to become one of the standard counter games of the industry. Operators try it and come back for more.'"

The '21' machine has a rival, however, according to Douglass and that is Marvel, Daval's three reel cigarette action token payout counter game. "I could quote you the things said by leading distributors about Marvel for 24 consecutive weeks and it would take a lot of quoting" declared the Daval Company official. "But, as a sample, Bill Marmer of Sicking, Inc., and Si Lynch and Ed Furlow of the Electro-Ball Co. tell me that once Marvel is placed on location, only a cyclone or an earthquake would remove it. Marvel seems to have that certain undefinable something for making a game stick on location that happens once in a great while. It may be the token payout unit with its mystery award feature. Whatever the reason, we're proud of Marvel's record!"

Mechanics Prof.: "Name a great time-saver."

Sophomore: "Love at first sight."

Uncle (to young nephew)—Well, son, I saw you saying your prayers last night. Do you say them in the morning and afternoon, too?

Brat—Naw, just at night. I can take care of myself in the daytime.

ZOOM

TO THE BIGGEST PROFITS YOU'VE EVER EARNED
WITH-NEW "DEFENSE" MODEL
AMERICAN EAGLE

Greatest and most timely counter game
hit! Featuring Tanks, Parachutes, Ma-
chine Guns! Bombs and Airplane sym-
bols on reel strips plus Free Play Token
Payout!!

**WE'VE BOOSTED THE PROFITS
BUT NOT THE PRICE ! ! ! !**
STILL ONLY 10 FOR \$275
Sample \$32.50 (Ball Gum Model
\$2.00 Extra)
ORDER NOW!



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

**MUTOSCOPE'S
PHOTOMATIC
7 YEARS OF
CONSISTENT EARNING
RECORDS**

"The Machine That Makes a
Real Business Man of You"

**SAYS MORRIS HANKIN,
ATLANTA, GA.**

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



SAN FRANCISCO

Covered By
RONALD PATRICK

SAN FRANCISCO (RC)—The tempo of business is on a very wholesome plane. All lines are doing an outstanding job of securing their share of the day's heightened opportunities while at the same time contributing to the basic needs of the national urgency.

Pinball games in particular have been riding on the high crest of the defense boom. Profits have been especially good, steady and general. New locations are being signed up apace without lessening effect on the sites of older established play.

As an aftermath of the splendid job done for California operators by San Francisco Amusement Merchants' Association manager Sid Mackin in directing a major flank in the campaign to quash the legislative bill outlawing all automatic amusement games and devices, the distributor and operator picture is running smoothly on a long term scale.

Music carries on in a flourishing manner. Wurlitzer stays in stride. Mape's Seeburgs continue to move off the sales floor at a big business clip. Fred Neumann's Rock Olas, the Gibraltar of Rex Vending's dividends, do a big league job of tugging at topflight music operators' heartstrings and purse strings alike. Towers are here to stay. And of paramount pertinence to the general music picture is the flow of Warren Taylor's Mills Empresses. They're show pieces and prize profit packers. All models of bar and wall boxes are participating in a steady share of operators'

The last word in smart operating showmanship is this eye-catching Photomatic studio in Lakeside Park, Denver, Colo. More and more operators are reported going in heavily for International Mutoscope's Photomatic operations, realizing its remarkable power as an all-year-round money-maker everywhere.



money—though nothing like the heydeys of six months ago.

Newest jobber and distributor to join the row along Golden Gate Avenue is the Noto Brothers' (Joe and Carl) Operators Exchange at the corner of Franklin St. The Notos have long been known as among the first operators of the area, handling both games and music. In their present venture they are still holding on to their established locations, but are turning the heat of their extensively regarded personality to the end of building up distributing and service following as well. THE REVIEW joins with the majority of Bay area comrades in doffing our collective hats in wishing the Exchange success.

One thing about Oakland, if you expect to find a good report about business you're never let down because things have been on the up and up there for as long as I can remember. George Bates speaking for the clan claims business as juicy as Pismo clams and as busy as ten toads in a teacup.

Lou Wolcher was in town last month, it's said (Heine vouching). But what or whether or whither zee beezinees she am booming. Lou simply has the 'touch'—and, apparently it works whether he's there or not! Page Yuhudi.

Johnny Ruggiero ought to have a big hand—his grip on popularity is so conspicuous. Hence, Jack Moore's Bally stand is doing a prime business in pronto time all the time.

Maurice Pollard, top domo of Map Sales, has a system all his own. When you see him he's supervising the packing of plenty of pick and pet games. When you don't see him you know he's out plinking for plums. Results? You can almost always see two trucks in front of Morry's taking capacity loads.

Al Roberts dropped into the Wolf Sales Home office a few days ago. He's the Denver sensation of prideful father Wolf Reitz and brother Chick. Wurlitzer's the Winner out the Denver headquarters way—and How!

Packard Pla-Mors and Buckley continue to hold much in the limelight as the top contending exclusive bar and wall box set-

ups. Deloss Osborn is doing a superb job of swinging his Pla-Mor units to the fore in ever more numbers of the rating locations. Bill Corcoran's Buckleys continue to ride high on their early popularity wave. ♦

Location Owner Threatens Dizzy Dean's Throne

BALTIMORE — When a location owner becomes one of an operator's best customers that's news! But that's what happened to one location owner for the Scientific Batting Practise, who is so excited over the game's exciting action his friends say he's becoming an expert baseball player.

Irvin Blumenfeld of the General Vending Service Co., this city, distributor for the Scientific Batting Practise, declares "The machine is one of the most exciting ever built. It starts off like a house afire and gets better and better as it goes along. We have even found players on many locations forming teams against each other to make the play even more interesting."

Reports coming in from other cities are just as enthusiastic. Ben Robinson of Robinson Sales Company, Detroit, Mich., says, "Batting Practise has stricken me dumb. I just don't talk sales anymore when an operator walks into our showrooms and asks to see this machine. I just point at the machine, hand the operator a handful of coins and that does the entire sales job. This machine sells itself. We simply don't need salesmen. We need as many machines as we can possibly get!"

Atlanta, Ga., in the form of Morris Hankin of the Hankin Music Company, reports that "The public simply won't leave the game once they get started. Batting Practise is the one machine that we are back of 100 per cent in every way." Hankin, who believes this is the most thrilling game of baseball that has ever appeared on the coin machine market, says, "We're willing to stake our personal reputation on this machine as the greatest that has yet appeared in the coin machine industry." ♦

COIN
MACHINE
REVIEW

22

FOR
MAY
1941

Operators Agree

Frisco's Newest Distributors

—ARE TOPS—

1st in Bargains

1st in Service

1st in Friendship

Check These Values—

Super Charger	- - -	\$17.50
Playmate	- - -	35.00
Brite Spot	- - -	33.50
Big Chief	- - -	63.50
Anabel	- - -	59.50
Rotation	- - -	35.50
Red Hot	- - -	17.50
Cadillac	- - -	36.00
Four Roses	- - -	55.00
Silver Skates	- - -	85.00

Managers:

Joe Noto and Carl Noto

OPERATORS EXCHANGE

698 Golden Gate Avenue

Phone: TUxedo 4976

SAN FRANCISCO, CALIFORNIA

INTERNATIONAL FORWARDING COMPANY

— FOREIGN AND DOMESTIC FREIGHT FORWARDERS —

Daily Consolidated Cars to

All points in California, Idaho, Nevada, Utah, Oregon and Washington with

Specialized service on shipments of coin-operated games and phonographs.

SALT LAKE CITY
LOS ANGELES

PORTLAND
SEATTLE

SAN FRANCISCO
SPOKANE

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

It Clicks!

KLIX - A REAL BLACK JACK OR "21" GAME WITH AUTOMATIC COIN DIVIDER

★ Here is REAL BLACKJACK for you, playing according to Hoyle. You don't have to be in the Army, to enjoy the genuine thrill, the emotional suspense of the "Old Army Game"—it appeals alike to young and old, Men and Women.

Players Try to Beat House

Klix first deals two cards, player then can release one or two shutters to draw additional cards in order to build up his hand. When he thinks he has a high enough score to beat House, he releases shutter over House Reel, disclosing the "hand" held by the House, and indicating reward if any. Once House shutter is released any other unreleased shutters are locked automatically and player cannot draw additional cards. House's hand and reward score change every play, rewards are from 2:1 up to 100:1 for Blackjack.

SHUTTER FEATURE covered by GROETCHEN
U. S. Patent 1978395

EQUIPPED WITH 75% — 25% COIN DIVIDER
AND EXTRA LARGE CASH COMPARTMENTS

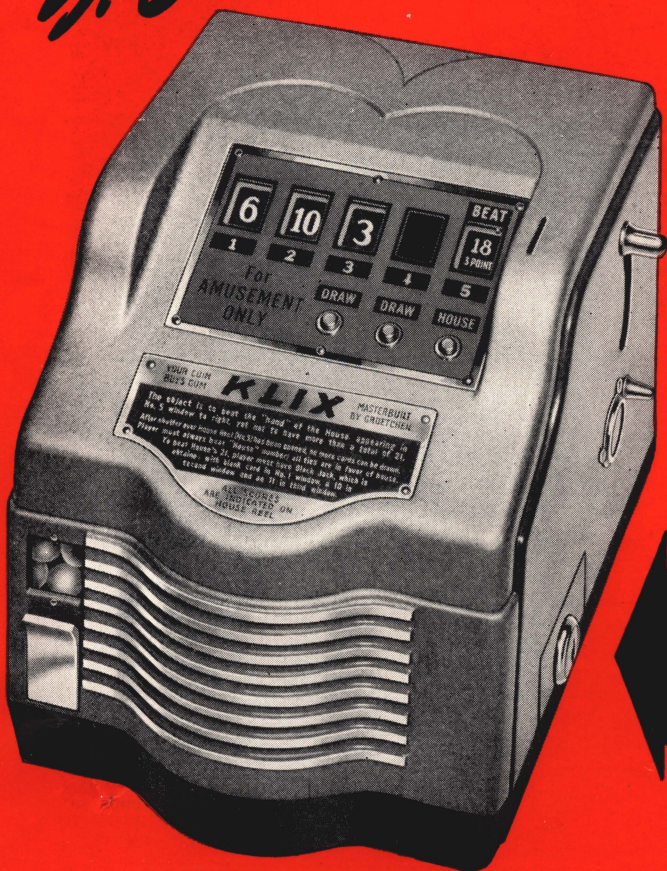
Ball Gum Vender is standard equipment. Straight Penny or Nickel Play.

Satisfaction guaranteed by the famous GROETCHEN
MONEY-BACK GUARANTEE.

It clicks on every spot. Klix is the game for you.

\$19⁷⁵
● EACH

CASE OF SIX
FOR **\$110⁰⁰**



★ BEAUTIFUL STYLING IN THE MODERN MOOD ★

POK-O-REEL STRAIGHT POKER GAME WITH COIN DIVIDER

★ "Its Player appeal is terrific," say operators about the 1941 model of Groetchen's famous POK-O-REEL, which brings De Luxe performance, modern styling and top notch earnings within the reach of every operator.

You will like the elegant sweep of lines on the new POK-O-REEL, accentuated by Gold Hammerloid, contrasting with Blue sides. The Chrome "Radiator Grill," decorated with red stripes gives Pok-O-Reel the modern look which players demand today.

Playing action is surprisingly easy, reels come to perfect, non-bounce stop and display ever-new five card hands.

Rugged mechanism, built to take years of abuse, slides out on rails for instant servicing, gum compartment can be refilled by location.

COIN DIVIDER, puts 75% of receipts into location cash box, and deposits 25% into spacious operator's cash compartment.

Available in straight Penny or Nickel Play
For a "WINNING HAND" operators insist on POK-O-REEL

\$18⁵⁰
● EACH

CASE OF SIX
FOR **\$103⁵⁰**



GROETCHEN TOOL COMPANY Manufacturers of Fine Coin Machines
122 NORTH UNION STREET, CHICAGO ILLINOIS

YANKEE *Double Header*



Size 6 $\frac{3}{4}$ " wide x 7" high x 9" deep, weight 10 lbs.
BALL GUM VENDER

★ It's Front Page News for every operator!
DOUBLE VALUE for your money! Two complete Games, each one tremendously popular, for the price of one! That is YANKEE.

Presented in a superbly styled cabinet, eye appealing, play compelling, YANKEE offers to the operator the choice of Cigarette or Fruit Symbols, on the same three reels.

Think what YANKEE means to you! Now you run it as a Cigarette Game, with the 1:40 winner rhythm, then you change to Fruit Symbols with the 1:12 Winner Frequency.

What's more, you can make this change right on location, without tools, in two minutes or less, by following simple instructions.

Frequent changing stimulates player interest, increases your cash collections. Enables you to find out what type of symbols will produce the larger profits on each location!

Already, YANKEE commands the choice locations in each territory, operators are replacing other equipment with the more profitable YANKEES—get ready to meet competition—

"THE YANKS ARE COMING"

**EQUIPPED WITH 75%—25% COIN DIVIDER
YANKEE HAS LARGEST CASH CAPACITY**

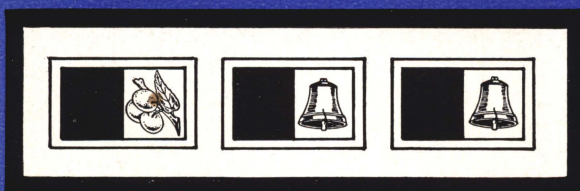
75% of receipts are routed into separate Location cash box, available for rewards to player and location's share of profits.

25% of receipts—representing operators clear profits go into extra large operator's compartment, holding 2 weeks' collections.

YANKEE may also be had without Coin Divider feature at same price.

PACKED SIX TO A CARTON — Straight Penny or Nickel Play

TWO GAMES IN ONE



MOVABLE WINDOW MASK HAS BEEN PUSHED TO LEFT TO SHOW FRUIT SYMBOLS ON REELS.

PUSHING WINDOW MASK TO RIGHT WILL DISCLOSE CIGARETTE SYMBOLS ON REELS.



Reversible Metal Reward Plate shows Fruit Symbols on front, Cigarette awards on back. Quickly changed on location.

\$19⁷⁵ EACH

CASE OF SIX .. \$110⁰⁰



Double Your Profits With **YANKEE**



The MAXWELL HOUSE . . . An American Tradition

An Out-of-the-Industry Feature by

Robert A. Latimer

PATRONS entering the famous Maxwell House of Nashville, Tennessee, always think of two things—the famous brand of coffee which bears the same name, and the old penny arcade which for many years was a feature of the lobby. This has been replaced by a row of amusement machines of modern quick-changing design.

The story of this historic American hotel is constantly interesting. Not only is it one of America's finest hotels still standing as originally built, but a "location" which the South's coin machine operators are proud to use.

One fine spring morning about 1855 Col. John Overton drove into Nashville from his farm on the outskirts of the city. He stopped his buggy amid a crowd gathered on the northwest corner of Church and Cherry Streets. An auction was in progress, and Col. Overton got the impression that they were selling a cow. He bid \$15 and the sale was knocked down to him. He was very much surprised to learn that instead of a cow he had acquired the piece of property on which the Maxwell House now stands.

Col. Overton conceived the idea of building the finest hotel in the South and set about to achieve this end. His friends ridiculed the plan and termed it "Overton's Folly." Construction started in 1859, but was interrupted by the Civil War. After Nashville was captured by Union troops, the building was used as a prison-hospital for Confederate soldiers. Years later, in the spacious banquet hall, a Tennessee governor welcomed back some Northern veterans with the words: "We greet you, not with bayonets, but with blessings; not with cold steel, but with hot

biscuits and Southern hospitality."

This building was built before the day of steel construction, and the walls consist of solid brick masonry throughout. The outside walls are three to four feet thick at the top and 14 feet at the base. The partition walls, which are all of brick, extend clear to the ground. One enterprising

boasted a fireplace in every room and a bath on every floor. Its steam-driven elevator was widely advertised. Water was supplied by an artesian well in the basement. Twenty Irish girls were imported to serve as chambermaids for the 300 spacious rooms, three times the size of present-day hotel rooms. One of the chambermaids was still living in the hotel just prior to her death about five years ago.

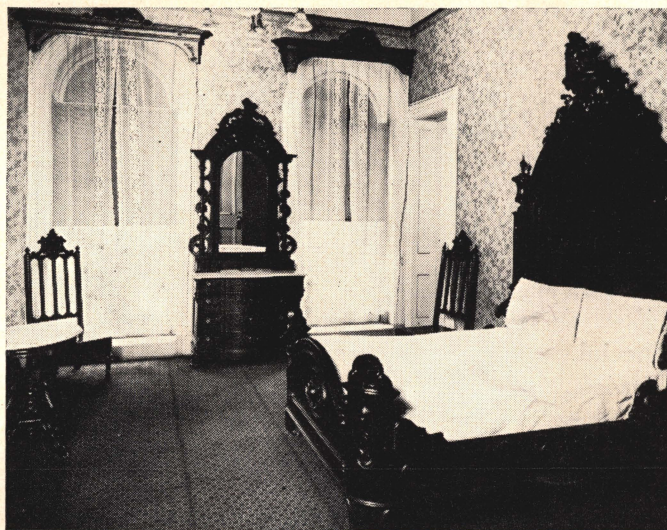
The following excerpt is from "Industries of Nashville," July 1, 1887:

"This is, by all odds, the leading hotel in this section of the South. The massive structure is five stories in height, one of the most imposing edifices in the city, and occupies 225 feet on Cherry and 200 feet on Church Street, having also a large addition on the latter street. Elegantly furnished throughout, the hotel contains all the latest improvements and conveniences—the electric system of bells, steam laundry, steam elevators, first-class heating, lighting and ventilating arrangements, etc. The house contains four large and handsomely furnished parlors, two spacious dining-rooms, 300

comfortable and commodious bedrooms. All necessary precaution is taken to insure safety against fire.

"There are 135 attaches employed, and no pains are spared to conduct the business of the house in metropolitan style, and to carefully administer to all the various wants of the traveling public. A large billiard parlor affords constant recreation for lovers of amusement, while an elegant barber shop and a first-class saloon are also connected with the house. The loca-

(Continued on Page 28)



young Vanderbilt University engineering student calculated the number of bricks used and found it sufficient to build all the houses required for a town of 5,000 population.

The hotel was formally opened in 1869 and was named Maxwell House in honor of Col. Overton's wife, Harriet Maxwell. At the time of its opening, the hotel was considered the last word in elegance. It

TOP, ABOVE: The old Maxwell House as it looks today in Nashville, Tennessee . . . truly the center of Southern Hospitality. **CENTER OF PAGE:** The famous Presidential Suite in the old Maxwell House. The suite is maintained exactly as when the various presidents of the United States stopped there and called it home for a day or a week. **BELOW, LEFT:** The lobby of the famed old hotel. For more than three quarters of a century the great and near great have tread the marble flooring.

BELOW, RIGHT: The dining room and banquet hall. It was here that the Northern veterans were honored after the close of the Civil War and the governor said: "We greet you, not with bayonets, but with blessings not with cold steel, but with hot biscuits and Southern hospitality."



COIN
MACHINE
REVIEW

25

FOR
MAY
1941

What's Cookin'

Harry Block, Dave Robbins, Tony Mangano, F. H. Parsons, and other prominent Operator-Chefs describe their favorite dish in this fascinating Department this month.



Oh boy!

Potato Pancakes

- 5 potatoes
- 1 egg
- 2 tbs. flour
- 1 tsp. baking powder
- Sugar, salt and pepper to taste
- ½ grated onion

Grate 5 potatoes, add an egg, 2 tbs. flour, 1 tsp. baking powder, add sugar, salt and pepper to taste, add ½ of a grated onion. Brown well in butter, on both sides.

HARRY BLOCK,
Block Marble Co., Philadelphia

(NOTE: What! No scrapple from Philadelphia? Ed.)

Confession:

I have no special dish. I cannot cook.

JOE RICHARME,
Long Beach Coin Machine Co.,
Long Beach, Calif.

And still a bachelor, too!

Wilslev Special

Two bunches of carrots, boiled, served with salt, pepper, and plenty of butter. That's all I know about cooking.

EINAR WILSLEV, La Jolla, Calif.

Another of the same kind?

Robbins Special

My specialty is boiled eggs—BUT they are boiled JUST RIGHT, and that's sumpin'!

DAVE ROBBINS,
D. Robbins & Co., Brooklyn, N. Y.

No rolling pin needed, and swell with coffee or tea:

Cocoanut Macaroons

- 1 cup white sugar
- 1 cup brown sugar
- 1 cup shortening
- 2 eggs beaten until light
- 1 tsp. vanilla extract
- 1 cup flour
- 1 tsp. soda, mixed with
- 1 tsp. warm water
- ½ tsp. baking powder
- 1 cup cocoanut
- 3 cups oatmeal
- Pinch salt

Cream sugar and shortening, add the rest of the ingredients as listed. Drop from teaspoon and bake about 12 minutes at 375°. Let cool slightly before removing from pan. Makes 60 cookies.

TONY MANGANO,
Howard Sales Co., Omaha, Neb.

I never go near the kitchen at home, but in camp—that's different! My specialty is:

Finnish Fish Soup

1. Catch your fish. Clean and cut into large sections.
2. Boil potatoes and onions together until nearly done.
3. Add mixed spices including red pepper—but not too much.
4. Canned or powdered milk helps a lot.
5. The fish is next. Boil until the spine and bones can be separated and remove.

That's all you need—except a north woods appetite. The Finns put in the head and consider the eyes the greatest delicacy. Haven't had the nerve to try that yet.

F. H. PARSONS,
Buckley Manufacturing Co., Chicago

For any time you're hungry:

Swiss Steak

- 1 lb. steak, well-beaten
- 1 large can tomatoes
- 2 medium-sized onions
- ½ lb. cream cheese

Fry steak until almost done. Add tomatoes and sliced onions, add 1 cup water, salt and pepper. Cover top with cheese and bake one-half hour.

J. K. HUTZLER,
Hutzler Vending Machine Co.,
Martinsburg, W. Va.

Send in YOUR FAVORITE RECIPE. We've dozens of grand recipes on file for future issues and we'd like to add your favorite to this popular department before it is published in book form. Address your recipe to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.

How to Get More and Better Locations and Make Bigger Profits

So you lost a prize location? Why? That old gag about "this other fellow spends a lot of money here"? Or the one about "he's a friend of my brother's"?

And what happened to that big-volume spot you've been working on? The owner said his place was too dignified for coin machines of any sort? Or maybe—supposing it was a cigarette machine—he said his customers liked the personal service given by the employees, or maybe that it would look as though he didn't trust his employees?

What happened out on Ninth Street? You got the fellow pretty much interested and then he told you he'd "think it over," and when you came back he'd let somebody else put in equipment. And out on Main Street, the chap who could really benefit by having your equipment in his place, but whose ear you can't get because he never really pays attention to what you say—what are you doing about him?

If you could buy locations that would bring you a heavy return, week after week, month after month, how much would you pay? Five dollars? Ten? Twenty-five? Fifty dollars?

Would you spend six dollars to make a hundred in extra profits?

Stop and think for a minute. You're a salesman. Maybe you don't think so. Maybe you think an operator doesn't need to be. If that's the case, you can stop wondering right now why someone else tops your spots every so often. Perhaps you're only a route man and you think you don't need to know

selling. There's one answer to that: Do you want to keep on doing that all your life, or do you want to get ahead and make more money in a bigger job? The way to do it is by selling—selling yourself, selling your services, selling locations more and better than the next man. Suppose you're only a service man. There are jobs ahead of that, too—through selling.

If you've been on your toes, if you're one of the "better" men who is "going places" in spite of hell and high water, the chances are that you've sat down and analyzed yourself and the job you're doing, figuring ways to do that job more efficiently. Probably you've read some books on salesmanship.

Now comes a series of new, handy-sized books—seven in all—called "Strategy in Selling," by J. C. Aspley. These books do not dwell on theory. They are intensely

HERB McCLELLAN

will not recommend any new game he does not believe qualifies as a leader. For May, Herb says it's

Exhibit DOUBLE-PLAY . . . \$99.50

HERB McCLELLAN CO.

1347 W. Washington Blvd.
LOS ANGELES, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

26

FOR
MAY
1941

practical, showing step-by-step the ways the nation's most successful salesmen have increased their sales — and their incomes.

Step-by-step, the series demonstrates (1) Planning the Sale, (2) Getting Better Interviews, (3) Making the Presentation, (4) Disposing of Objections, (5) Closing the Sale, (6) Managing Your Time, (7) The Way to Leadership.

Maybe you think your business is different, and these ideas don't apply. That's a favorite answer of your potential locations, used to get rid of you. Certainly every business is different, but general practices leading to success are standard for all business — and the coin machine business is no exception.

Six dollars spent for "Strategy in Selling" will prove to be the most profitable investment you've ever made, the cheapest insurance of continued and better success you'll ever find. True, you can't just sit down and read the seven books and go out and make a million. But neither can you buy an insurance policy and go out and disregard all principles of safety. An insurance policy won't keep you from getting socked by a car!

"Strategy in Selling" takes some thinking, some adapting to your own background and ideas. But with this book and some real, honest thought and study, you'll wind up this year with a record increase in business and profit.

"Strategy in Selling" is a book belonging on the desk of every operator, every jobber and distributor, every association executive. It's a book for all who want to learn how to get bigger and better business. If you don't want that, you don't want the book and you don't want to go ahead.

As a special service to readers of the REVIEW, these seven books in a handy container will be sent postpaid to you on receipt of your check for six dollars. Quantity available is limited. Send your check now to get started immediately on the road to bigger profits! ♦

Easterners Return

CHICAGO—J. Frank Meyer of Exhibit Supply Co. and Dave Gensburg, Genco executive, have both returned home after wintering at Palm Springs. ♦

Robbins Suggests Different Machines

NEW YORK — "To be a successful operator, you must own equipment that can be depended upon for a steady income," says Dave Robbins of D. Robbins & Company, Brooklyn. "You must also have equipment that is 'different' so that merchants prick up their ears and take notice when you explain your machines.

"We have two machines which have proven to meet the qualifications of being 'different' and also permanent money makers. One of these machines is our Free Weight Scale which vends a stick of Adams gum for each penny and then gives your weight free. The other machine is our Double Value Phono which plays two standard records for 5c. Operators of these machines can meet and beat any competition in their territory. Both machines are ready for immediate delivery. Operators' prices are amazingly low," stated Dave. ♦

An intelligent girl is one who knows how to refuse a kiss without being deprived of it.



Here is something that sales managers have been asking for! The experience of America's most successful sales producers boiled down and arranged in seven handy pocket size brevity books. "Strategy In Selling" has been created to help your salesmen close more business, get better interviews, handle price objections, make more calls. These seven pocket size manuals are the most practical and helpful sales training aids ever made available for the average sales organization.

What sets them apart from the hundreds of books on selling which glut the market is that they show tested methods and ideas of top-flight salesmen in action. They skip the ABC stuff. There is no preaching, no theorizing, no ideas of a by-gone day.

STRATEGY IN SELLING

By J. C. Aspley

These seven "Strategy In Selling" brevity books can be slipped into a salesman's brief case and read at odd moments while traveling or waiting for interviews. They can be mailed one at a time in regular No. 10 envelopes or the complete set can be sent in a handy package. You

may use them as the basis for a training course, as door prizes at sales meetings and conventions or as your company sales manual. Included with each sample set is a set of suggested letters to send to salesmen for getting the best results from this streamlined course.

CONTENTS

1. Planning the Sale

Selling as a Career
Four Kinds of Salesmen
The New Strategy in Selling
Making Men Talk
Why People Buy
Facts That Help You Sell

2. Getting Better Interviews

Getting in to See People
Door-Openers That Seldom Fail
How to Win Favorable Interest
Holding Attention After You Get It
Prospecting for Prospects
Using the Telephone to Get Leads

3. Making the Presentation

Strategies of the Presentation
Making the Buyer Want It
Presenting Your Proposition
The Different Kinds of Buyers
Proving Your Case
Making Your Story Interesting

4. Disposing of Objections

The Five Kinds of Objections
The "Yes-But" Plan
When a Buyer Kicks at Price
"My Business Is Different"
"Come Back Later"
About Leaving Booklets

5. Closing the Sale

Getting the Order
The "Dropping In" Habit
Helping the Buyer to Decide
Knowing When to Close
The Final Push
Nailing Down the Orders

6. Managing Your Time

A Salesman's Stock in Trade
What Is Your Territory Worth?
Making the Most of Time
Control Records a Salesman Needs
The Bee-Line Method of Working
Keeping Red Days in the Black

7. The Way to Leadership

Why Salesmen Fail
Be Your Own Sales Manager
How Salesmen Get Ahead
Getting Along with Buyers
Know All Sides of the Business
Making Yourself a Sales Promoter
Making Good Where You Are

Each Manual Measures 4 1/2 x 8 1/2 Inches.
Average 64 Pages.
Price for one Sample Set **\$6.00**

Send For A Sample Set Today - - -

ORDER

COIN MACHINE REVIEW,
1115 Venice Boulevard,
Los Angeles, California

I am enclosing a remittance of \$_____ for which please send me _____ sets of J. C. Aspley's STRATEGY IN SELLING to the following address:

Name _____ Title _____

Company _____

Street _____ City & State _____

California Orders must include 3% State Sales Tax.

MAXWELL HOUSE (Continued from Page 25)

tion is convenient to the leading theatres and to carlines. The guests of the Maxwell House are among the first people in the country, and the acquaintances formed by association are always exceptional. The rotunda is floored with marble and presents a very animated appearance when viewed by the evening gas light, showing groups of representative Southern people and exhibiting that culture and refinement so characteristic of the people of this section, while the beauty and magnificence of the architectural display remind one of the ancient splendor of those earlier civilizations that have long since passed away."

The Maxwell House was known the country over for its cuisine. The original dining room was two stories high; its ceiling was decorated with medallions of fruit and game, and at each end were Corinthian pilasters resting on square marble bases.

Willis Banks, head waiter, who died in 1934, loved to tell of the hotel's "glory days"—of beaux and belles, of soldiers, authors, statesmen, generals, and presidents of the United States, who came to dine there on the fare of Antoine, the French chef whose reputation was nationwide. Amons, the darkie who took the hats and coats at the door, did not use any form of check and yet was never known to return a wrong hat or coat.

And there was "Old Jerry" too. Jerry made the coffee renowned for its excellence—and therein lies another story for the coffee was brought to Jerry at the kitchen door by none other than Joel Cheek.

This same Joel Cheek was paid the huge

sum of 40 million dollars in 1928 for the Maxwell House Coffee business by the General Foods Corporation. He came to Nashville as a lad in 1873 and secured a job as traveling salesman for a wholesale grocery firm. His favorite item was coffee, but of all the blends he carried from store to store in his saddle bags, there was none to suit him exactly. He spent hours trying to find the "perfect blend of matchless flavor."

Finally his efforts met with success and he resigned from his job with the grocery firm to devote himself to the coffee business. Of those pioneer days Cheek later remarked: "When we had perfected our new blend, we went first to the old Maxwell House in Nashville, which was famous throughout the South for the excellence of its cuisine. We let the management taste our coffee and they agreed to give it a trial. As the weeks passed, the critical patrons of the old hostelry began to comment enthusiastically on the mellow flavor of the new blend, and before long, the management of the Maxwell House decided they could serve no other. It was suggested that I call my special blend 'Maxwell House'. It seemed to me that I could get no better name than that of this famous hotel where southern cooking was found at its finest. So the name 'Maxwell House' was adopted."

The now famous slogan "Good to the last drop" was originated by President Theodore Roosevelt while on a visit to the "Hermitage," Andrew Jackson's old estate, when served a steaming hot cup of Maxwell House coffee by Mr. Cheek himself.

The famous hostelry is still standing. The shadow of time is upon it. Romance lingers within its walls, but Southern hos-

pitality still prevails. The warm glow of the old gas lights has given away to the modern brilliance of electricity, and the "Fireplace in every room" has been outmoded by a steam heating plant. The steam-driven elevator has also been discarded for electricity, and city water has replaced the artesian well. Antoine, Willie Banks, and the Irish maids are no longer there. But, though the famous old regime has passed into history, a new generation has stepped in. Although Antoine's reputation cannot hope to be matched, the present restaurant has justifiable pride in its own right. A few months ago Miss Beulah Fisher took over the old stand and spared no effort or expense to convert it into one of the finest eating places in the city. The kitchen, of course, has modern ranges with oven heat controls, bake ovens, and other miscellaneous cooking facilities.

Despite its age the old Maxwell House still stands as a living symbol of Southern Hospitality . . . a spot where the warmth of the Southern way of living is shared liberally with every traveler who enters the old portals. ♦

'This Week' Gives Industry's Good Side

In sharp contrast to the libelous piece on the coin machine industry which appeared in a recent issue of "Detective Fiction Weekly" and is commented on elsewhere in this issue of the REVIEW, "This Week Magazine" for May 4, smart supplement to leading Sunday newspapers throughout the country, with a considerably larger circulation than the other, gives a very favorable impression of the industry.

Headed "Small Change Is Big Money," the magazine's writer Obed Stearns recounts his experience in spending one day getting services from nothing but coin operated devices. Said he: "I lived high, bought everything I needed and some things that were pure luxury. And every cent I spent—total \$3.11—was fed into a slot."

From dime-operated electric shaver to fresh handkerchief, breakfast at an Automat, subway transportation gained through a nickel-operated turnstile, to 24-hour \$7500 insurance, telephone calls, vended stationery, lunch, foot massage, cigar and amusement was this writer's record for the day—and while he admitted that it was a deliberate stunt, that he hunted out the devices he would normally patronize only when they happened to be convenient, he also admitted that there were other devices he might have found and used.

In his authentic facts and his correct figures this writer presented a much more reasonable—acceptable to the industry and the public alike—picture of the industry. But his concluding paragraphs are the high points, in which he answers a friend's query as to "What's it all prove?"

"It proves," the writer responded, "that in America, the man with a little small change in his pocket is a big shot—big enough to get nearly everything he needs or wants, big enough to have great industries grow up and revolve around him.

"The very rich don't need to use coin machines. The very poor can't. I'm glad to live in a country where most of us do." ♦

Big He-Man: "I developed these big muscles by working in a boiler factory."

Innocent Young Thing: "Oh, you great big wonderful man! And what do you boil?"

COIN
MACHINE
REVIEW

28

FOR
MAY
1941

PENNY TRAVELOGUE

NATURAL COLOR STEREOSCOPICS



A NEW
PROFIT-MAKER
100% LEGAL!

Shows lifelike Pictures in Third Dimension Natural Color!

The Stereoscopic features give the Picture an unequalled fullness of depth and accuracy of every detail.

Operates on a self-contained battery good for thousands of plays.

165 Film Changes now available, all in Natural Color.

\$22.50

F. O. B. Los Angeles
With 3 Reels of Film

1/3 with Order, Balance C.O.D.

MAC SANDERS

2837 West Pico Blvd.

Los Angeles, Calif.

REpublic 5161

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Games Help Support Washington's Cities

SEATTLE—Nearly \$500,000 a year income for revenue-distressed Washington cities resulted from a command performance on a marble game in a Superior Court room three years ago. A defendant who owned the machine was ordered by Judge Chester A. Batchelor to play ten games on it, and in ten plays he was "broke." But when the assistant corporation counsel—likewise ordered to do so—played it and won 20 cents, and when the defendant's attorney won 30 cents, the Judge decided marble games were skill devices rather than games of chance, opening the way for hard-pressed cities to license machines.

Close to half a million dollars was raised in more than 100 cities and towns from skill games in 1940, and the State, which recently levied a flat 10% tax on game income over and above the varying city fees, expects to take in about \$1,500,000 a year. The Pacific Northwest's share in the national defense boom is keeping the nickels rolling.

Marble games are accepted in 38 of Washington's 39 counties. In the 39th county, Shohomish, north of Seattle, there is a curiously "open-minded" young prosecutor before whom a hearing was held on whether to relax the county's ban on the devices so the cities could gain the added revenue. While a representative of the Association of Washington Cities was pointing out the revenue that would thus come in, this energetic prosecutor interrupted:

"Now I want to make my position clear. I'm absolutely impartial on this proposition and I want to hear all sides . . . but I want to tell you right now that I'm going to throw the damn things out!" ♦

Cigarette Tax Rise No Problem to U-Need-A-Pak

BROOKLYN—Proposed Federal tax increases on cigarettes will not affect the operation of U-Need-A-Pak equipment, according to Salesmanager Murray Wiener. Foreseeing this possibility long ago, the new Norman Bel Geddes-designed Model "500" cigarette merchandiser, as well as Models "A" and "E", are capable of vending cigarettes at a quarter through a mechanism adjustable to various combinations of nickels and dimes up to that amount.

"If Federal taxes increase the retail prices of cigarettes U-Need-A-Pak operators need have no fear because their equipment is easily flexible," Wiener declared. ♦

CIGARETTE MACHINES

CLOSEOUT!
IMMEDIATE DELIVERY

**387 Cigarette Vending
Machines**
**All in A-1 Operating
Condition**

WRITE or WIRE for PRICE LIST

**UNIVERSAL DISTRIBUTING
COMPANY**

5508 Superior Cleveland, Ohio

LONG BEACH GROUP SHOWS MAJOR GAINS

LONG BEACH, Calif.—In 1922 oil was discovered in this former "tourist town," and while visitors continued to come it ceased to be known just as a resort center and became famous for oil—until the creation of a splendid harbor made it a "Navy town," manufacturing came in to make it an "industrial city," and aircraft's boom made it an "aviation center." Its population of some 60,000 has grown to 200,000—and business?

Business wasn't all it might have been, in spite of all this. With ample facilities for recreation, for encouraging the spending of huge payrolls, business was being driven away by an unprogressive attitude.

To cope with this there came into being the Progressive Business Men's Association of Long Beach, headed by a group which did not, curiously, have most to gain—amusement machine operators. But those who had more than they to gain joined them soon enough; small businessmen who knew that coin machines meant amusement, that amusement meant spending, saw the possibilities, so that by April of this year the group had 450 dues members in all walks of life. Salesmen, automobile dealers, aviation men, retired men, Naval officers, cleaners, garage men—men who in no sense stand to profit by and through amusement machines—are included in the membership. The point on which they all agree is the need for "better business in Long Beach."

With the avowed aim of a liberal city and a determination to fight beside the authorities to the last ditch against racketeering or lawlessness which would threaten the homes of the area, every effort is being expended to provide amusements which will make attractive the spending of money at home.

The Association's Civic Night banquet, attended by virtually all city officials and their wives, brought numerous compliments on the work of the organization, and demonstrated in a small way what can be done by an aggressive group going in the right direction under full power. The meeting of May 13, with Dutch lunch and entertainment, further consolidated gains.

The Association has taken an active part in the legislative fight in the state capitol to protect existing business, ranging all the way from protests on measures designed to curb amusement devices to enthusiastic support of pharmacy bills and realignment of liquor-food laws. At home efforts have been made to help member liquor dealers straighten out buying and price problems, helping member druggists in business problems, helping card-room members who have been conducting legal and clean games, and aiding the police in ridding the town of illegal games.

The Progressive Business Men's Association presents itself as another of the sound, tested patterns by which operator groups may better both selves and communities in which they live. ♦

Distribs. Applaud Groetchen Yankee

CHICAGO—Leading distributors throughout the country who have Groetchen's new Yankee Double Header game on display report the operator reaction is the greatest they have ever seen.

Typical of the many reports received are those of H. G. Payne of the H. G. Payne Company at Nashville, Tennessee, who stated, "Yankee is a honey. In fact, it is the only counter game with a really brand new idea that I have seen in years. It should even surpass the Imp Gum Vendor in popularity."

H. M. Branson, General Manager of the J. E. Cobb Distributing Company at Louisville, Kentucky, wrote in a letter, "Just received the sample of the new Yankee Double Header counter game and wish to say that it is an exceptionally fine looking machine. We are featuring it prominently in our display room and expect to sell a considerable number of these games."

According to Ed Hanson, Groetchen Sales Manager, the sizable orders booked for the

new Yankee Double Header indicate a success that will probably surpass even that of the Imp Gum Vendor.

Presented in a beautifully styled cabinet, packing plenty of eye appeal, Yankee offers to the operator the choice of Cigarette or Fruit Reels on the same three reels. The operator can convert a new Yankee Double Header on location in a couple of minutes time from a Cigarette into a Fruit machine and thus is really getting two complete machines for the price of one. In addition to the "Double Header" feature, Yankee is equipped with a 75—25% coin divider and has a very large cash capacity.

The Yankee Double Header, like Klix and Pok-O-Reel is packed six to a case and is offered to operators at a special carton price. ♦

"How'd you get along with your wife in that fight the other night?"

"Aw, she came crawling to me on her knees."

"Yeah? What did she say?"

"Come out from under that bed, you coward."

COIN
MACHINE
REVIEW

29

FOR
MAY
1941

- MOVIES -

Majorette Productions Previewed in Hollywood

HOLLYWOOD—Majorette Productions previewed the first of their series of All-Color Dime-in-the-Chute features before a representative group of trade and newspaper reviewers in Hollywood last week.

Consensus of opinion of the press was that this new company headed by Etienne Noir and W. G. Campbell Bosco had the jump on its rivals with the introductions of color, and that the subject matter contained in the shorts was distinct novelty over anything introduced by their competitors thus far.

Novelty lies in the fact that these shorts present a complete story. Although music is the important element, Majorette Productions has arbitrarily left the bands out of its pictures, relying on the music sound track plus gags and story in developing the shorts.

Majorette has over thirty shorts completed. A dozen of the featurettes were shown at the preview which included: "Frankie & Johnny," "St. Louis Blues," "My Man," a puppet novelty featuring Laurel & Hardy puppets, "The Mexican Way," "Queen of the Arena," "Pagan Rhythm," and others. Among the players appearing in the shorts was Dolores Gray, recently signed to a personal contract by Rudy Vallee, because of her work in the two featurettes "St. Louis Blues," and "My Man." Lou Bring's music, which is the feature of some of the best NBC and CBS coast-to-coast shows, with arrangements by Harold Rubenstein, is featured in the product.

The films are available in either color, or black and white.



Dolores Gray appearing in "My Man" coin-in-the-chute feature produced by Majorette Distributing Co. Majorette, headed by Etienne Noir and W. G. Campbell Bosco, has produced 30 features for the coin-movies thus far.

Metermovies' Films in Heavy Production

LOS ANGELES—Tremendous activity in the production of pictures for the metered movie industry has followed closely upon the recently-announced program of expansion inaugurated by Metermovies, Inc., Los Angeles manufacturers of the noted "Metermovies" coin movie machines. Speaking of spectacular developments in the film producing phase of the industry, Don Heyer, production official of Metermovies, Inc., said, "The scale on which we are now operating has justified the launching of a really big program by the picture producers, and that in turn stimulates our activities. The great number of quality subjects in production has injected overwhelming enthusiasm into the industry. A program has been instigated that is growing by leaps and bounds with no end in sight."

Scores of new, fresh, scintillating subjects have been added in recent weeks to the roster of Metermovie releases, it was stated, with new additions creating a boom in the local film laboratories. The time when production will balance consumption and result in a steadying of the entire industry is at hand, it was believed by the company officials.

"Metermovie subjects," Heyer said, "have established a new entertainment style and standard. They are comprised of picturized versions of popular songs, swiny dance numbers, hot rumbas and Hawaiian specialties, and eye-filling and action-packed novelty numbers. They have plenty of girl interest. Every subject is produced especially for this industry. Each is so replete with variety and pure entertainment as to command undivided attention."

Summing up the movie situation, Heyer predicted an avalanche of summer and fall coin movie business. The industry has grown in record time, he stated, and has now "arrived."

New Firm Slated to Make Movie Machines

BUFFALO, N. Y.—Pictorettes, Inc., a new corporation headed by J. Mason Chesbro as president, has been organized here to manufacture coin operated sound motion picture machines which are due to provide four distinctly different types of sound-on-film devices, each designed to fill a particular need.

Picturette Junior will offer films in conjunction with any coin operated phonograph; placed atop the latter and connectable within a few minutes, it permits the patron to select a favorite record and get an up-to-date news or dance number free.

Picturette Senior is similar to other machines on the market, but actual test following some 12 years experimentation by Morton J. Smith, engineer and director, who first had a machine on the market in 1932, indicates a more trouble-free operation than others, Chesbro asserts.

Official premiere for all units in their lavishly-designed cabinets, will be announced shortly. The machine will be sold direct to operators, without franchise or tieups of any kind.

Other officers of the new corporation, located at 640 Main Street, with showrooms at 43 Allen Street, include Carl Silverstein, secretary and treasurer, and Joseph J. Anzalone, vice-president.

METERMOVIES

! AMERICA'S GREAT-
EST OPPORTUNITY !

IMMEDIATE DELIVERY!

STEADY PROFITS

Actual field tests have proven that Metermovies' DOUBLE-SIZE film capacity and action-packed pictures provide the entertainment essentials for steady earnings and for successful operation in top-notch locations! Holding more than SIXTEEN subjects, Metermovies' exclusive, power-driven Metering Magazine positively eliminates film breakage and wear on film sprocket holes, and relieves the projector of all film load. Simple and reliable, Metermovies require no "reverse" or special films, no special film "processing." An engineering triumph, Metermovies insure operating success. Every operator owes it to himself not to overlook Metermovies' sensational money-making proposition!

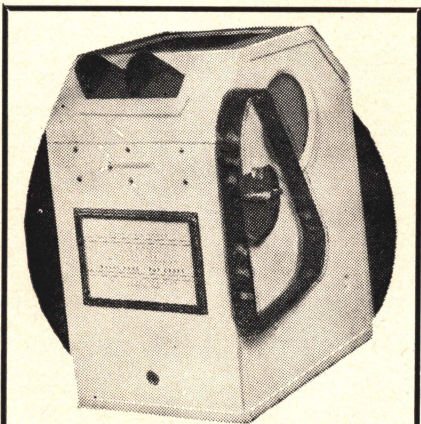
Send for Complete Information:
Metermovies, Inc., 8851 Beverly Blvd.,
Hollywood, Calif.

ACT NOW!

COIN
MACHINE
REVIEW

30

FOR
MAY
1941



THE AMAZING LEGAL FILM-A-SCOPE

Exhibits pictures in third dimension on film showing snappy girls, comics or travel views with 1c or 5c play. Now you can collect earnings without legal worry. Easy to locate anywhere and ALL PROFIT. Write for information.

L. B. KLUGH COMPANY
715 Arch St., Zanesville, Ohio

LOS ANGELES

Covered by

THE LAMPLIGHTER

LOS ANGELES (RC) — Election over and operators are experiencing a more settled state of affairs and even business in their various spots. Mayor Bowron has set a record of achievement since he assumed office that would be hard for any contender to beat. Previously a judge, the mayor has the unusual faculty of weighing all matters equally and dishing out justice according to the dictates of his conscience. To say the operators are completely satisfied with his re-election would be an utter untruth.

Judith Ann Gilman is quite a little lady now. She's the proud first baby of Mr. and Mrs. L. C. Gilman and came into this world way last February 19th but this is the first time she made the column. The daddy is Decca's major domo for the West Coast and a competent and capable exec. too!

Majorette Productions are really going to town for the coin-operated movie lads. They've some swell stuff already released and oodles of material now being prepared. Bigwigs of the organization trekked East the first of May to unreel their productions before the movie-machine operators in the New England states.

E. C. (Mac) McNeil, National Vendors head man in the West, is the boy that bounces about. Just try catching him in. We did. First time he was in Montana. Second time in Arizona. Third time in Oregon. Fourth time we 'phoned and found he had just come in from a Utah, Nevada and Idaho jaunt. National should be proud to have a chap that really covers the states as energetically as Mac does.

Harry Holdsworth, music operator and erstwhile printer to the coin machine industry in Los Angeles, has been called by Uncle Sam and is now stationed at Camp Ord in Monterey. Harry has been active in the industry locally for the past five years.

Stevens Nikabob Restaurant is rapidly becoming jobber and distributor headquarters for periodic meetings. With an excellent cuisine and private rooms aplenty the spot has been used several times during the past month for special meetings.

One happy child on June 27th and June 28th will be Ethelda Bromberg, daughter of Irving Bromberg. On the 27th Ethelda graduates from L. A. High, and on the 28th she will be married. Wedding gift from daddy will be a Chrysler New Yorker convertible. Son Marty went East during April to drive the car back and side-tripped to Mexico City to look over the land of Manana before coming back to L. A.

Bill Corcoran bobbed into town on April 19th, had a brief confab with Bud Parr and

bounced back to San Francisco to talk over policies and future plans with Pat Buckley who blew in from the East to see Bill.

Phil Robinson, Chi. Coin rep. is out of the hospital and feelin' prim and proper. Phil gives excellent recommendations for treatment at the Cedars of Lebanon Hospital in Hollywood and suggests operators needing hospital treatment contact him first for numbers, inside info. etc.

T. F. Vance, of Thompson-Vance and Associates, Chicago, visited with local operators and jobbers the first of the month. Vance represents the "Your Choice" refreshment vendor of Chicago in addition to several other machines.

So . . . the heat struck . . . 92 for three days straight, which means a short column for this issue.

Techniprocess Has Six Ready

HOLLYWOOD—Techniprocess Corporation, who claim to be ready to shoot 48 coin-movie features using star names, announce the release of six new numbers for the machines.

Release consists of Rudy Vallee doing "Lydia the Tattooed Lady"; Shadrack Boys doing "Shadrack"; Rudy Vallee's Four Musketeers offering a burlesque of "Rigoletto"; Jean Grounds and the Dreamers battling out "Bundle of Love"; and Betty Wells and Ted Brodus of "Meet the Peo-

ple" fame doing two stints, namely "Boy Meets Girl" and "Bank of Love."

New Movie Gadget Reported Ready

HOLLYWOOD—Reports are going out from the film capital that Dwain Esper is about ready to give out on a new coin-operated movie device which may be operated in connection with any phonograph.

The machine is said to exhibit a miniature movie synchronized to an ordinary phonograph record in the machine and is to be called "Pic-a-Tune."

Esper claims a tie-up with major record manufacturers and will shoot the pictures when records are made in order to keep up with current discs.

(EDITOR'S NOTE: THE REVIEW sees little likelihood that such a tie-up would mean much to the phonograph operators of America. Warner Brothers can give testimony to the unpracticability of records synchronized to film. We suggest all operators write THE REVIEW before entering into a purchase of synchronized equipment for a special report now in preparation.)

Lady (at almond counter): "Who attends to the nuts?"

Wise Guy: "Be patient, I'll wait on you in a minute."

Ready . . . NOW!

OVER 50 SENSATIONAL, ENTERTAINING,
INTERESTING, INSTRUCTIVE

16m/m SOUND MOVIES

for

MINIATURE MOVIE OPERATORS

Tested-proven Profit Makers! Made especially for coin-operated movie patronage. Be the first in your territory to show these new films. New subjects are being added constantly. SEND FOR FREE LIST TODAY!

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd.

HOLLYWOOD

CALIFORNIA

COIN
MACHINE
REVIEW

31

FOR
MAY
1941

ETIENNE NOIR

Producers of **MAJORETTE PRODUCTIONS** for Coin-Operated
Movie Machines

"Achieving a distinct novelty in theme and treatment." — Hollywood Reporter.

HOTEL ASTOR, NEW YORK CITY, week of May 12th, or

ADDRESS INQUIRIES:

MAJORETTE DISTRIBUTING CO., 2514 West Seventh Street, Los Angeles, California

Phone DR. 5377

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

NOW! A COMPLETELY NEW MACHINE

HOLLY'S PERFECTED

UNIVERSAL GRIP SCALE

Made with New Dies • Better Looking • Sturdier • Dependable • Bug-Free • Absolutely Guaranteed as to Materials and Workmanship for 90 Days.

Beautiful Red Crackle Finish • All Chrome Front • Rotary Grip Handle • Holds \$20.00 in Pennies.

A Proven Money-Maker • Often Pays for Itself in Less Than 30 Days • Legal Everywhere.

We Are Now Established in Our New, Enlarged and Modern Plant • Immediate Deliveries on All Orders.

1 to 10.....	\$15.75
10 to 25.....	14.75
25 or over.....	13.75

1/3 With Order. Balance C. O. D.

HOLLY MANUFACTURING COMPANY

2761 Union Guardian Building

DETROIT, MICHIGAN

COIN
MACHINE
REVIEW

32

FOR
MAY
1941

Parina Lauds Adams Gum Vendor

SAN FRANCISCO — The pretty girl and the chewing gum ad is no joke — now Los Angeles makes headlines by deciding gum machines may be installed in a city building!

And R. A. "Dick" Parina, of the R. A. Parina Company, hails that news with a reminder to machine operators: "Beauty must be served! Lovely American gals are making the world chewing gum conscious and we're ready to meet this streamlined idea with a streamlined service — the new Adams Monel Model Chewing Gum Machine!"

Dick is really enthusiastic about the latest thing in convenient service for gum chewers and "Who isn't one at some time or other?" asks this alert executive. He maintains that everything good goes in threes. "Here's the first of my good and lucky three," explained Dick as he pointed to the smooth, gleaming, smart machine. "Point one is that it's beautiful — its size is perfect. It's the same type of machine now in operation in the Subways and on the El platforms in Chicago, New York, Philadelphia and Boston. The reason is, naturally, because it's the BEST both from a mechanical and money-making standpoint.

"Next we come to point two," Dick Parina went on, "any operator will understand that important feature — the Adams Monel Model is priced unbelievably low and its offered on amazingly friendly, easy terms. As a matter of fact, your machine actually pays for itself before it's time for your last payment and then you settle down and look forward to years of earning a steady income.

"Point three," Dick explained, "is that this machine is the easiest in the world to operate. It hasn't been built haphazardly. The men who designed it followed out the demands of operators — it is an operator's machine. It's no sissy . . . but really

sturdy and strong. It's quickly serviced! It represents easy collecting.

"You know what perfect performance means — it's an operator's pleasant dream come true" confided this man who is in a position to know, "well, that's this machine — a dream come true!"

Dick Parina smiled, "But I don't have to speak for this machine, it speaks for itself. Thousands of Adams Monel Model Gum Machines, working away with as much

precision as airplane workers in defense factories, make them 'America's Finest!'"

The R. A. Parina Company maintains offices in San Francisco and Los Angeles with stock on hand for immediate deliveries to operators. ♦

ABT Changes Banquet Date

NEWARK, N. J.—Learning that Sunday, May 18, 1941, had been chosen for celebration of "I Am an American" Day, the exhibit and banquet committee of the Amusement Board of Trade of New Jersey, Inc., moved forward the banquet scheduled for April 27 to the new date and announced that the tone of the affair will be patriotic, with decorations and souvenirs in keeping with the occasion. Even the two door prizes are to be symbolic of the "Day."

Although there will be no speeches, the celebration will be observed fittingly. A top-talent floor show and a musical organization playing in the ultra-modern manner have been booked through a New York theatrical agency. A special souvenir journal is now being prepared, which will include the "Proclamation" of President Roosevelt, as well as other features which will make it an unusual remembrance of the banquet. Industry members are being permitted advertising space in the journal.

Present indications are that reservations —priced at only four dollars including all gratuities and wardrobe—will be a complete sell-out.

James A. Gilmore, CMI secretary, P. W. Blackford, COIN MACHINE REVIEW editor, and other trade paper heads, are to be among the invited guests. ♦

Ned: "That guy's job is to get the goods on women."

Ted: "What is he, a detective?"

Ned: "No, a house-to-house dress sales man."

MARVEL

KEEPS THE WIRES HOT!

WESTERN UNION

THE DAVAL COMPANY,
2043 CARROLL AVE., CHICAGO

MARVEL OUTEARNs, OUTLASTS,
OUTPLAYS AND OUTSHINES ANY
CIGARETTE REEL TOKEN PAYOUT
COUNTER GAME EVER BUILT!!
RUSH OUR ORDERS QUICK! YOU
ARE TO BE COMPLIMENTED ON
NOT BOOSTING PRICE!!

STILL ONLY

10

for

\$275.

Sample \$32.50

Ball Gum Model
\$2 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

KANSAS CITY

Covered By

B. K. ANDERSON

KANSAS CITY, Mo.—With the “Go Ahead” nod from Independence, Missouri, the entire Kansas City area now is smiling favorably on the operation of re-play tables. Even the stalwarts of Hobbies, Inc., find it hard to believe that the industry has advanced its position so fast and completely in such a short time.

Missouri cigarette vendor operators are still marking time as a new type of cigarette tax legislation slowly winds its way through committee meetings in Jefferson City. Practically all operators are showing a strong preference for the multiple combination cigarette vendors—a costly lesson they learned from past tax legislation that has many times changed their price structure.

Most single and double combination machines that are worth it have or are being changed over to multiple types. As Frank Fasone of Acme puts it, “In recent years all local cigarette operators have learned that prices must necessarily vary according to competition in the area of their location. Thus if an operator pays a little more and gets better equipment in the first place such as machines with a wide variety of combinations he more than makes this back when he finds it necessary to maintain several price schedules in the field.”

Also Fasone remarks that, “The most encouraging thing about cigarette operation in the area is the fact that customers have demonstrated that they prefer to purchase their cigarettes from a vendor. We have them in super markets where low priced bulk counters operate in competition under the same roof and even in these spots the machine’s volume holds up excellently. What more can be said in favor of vending machine merchandising?”

Joe Berkowitz and his rapidly expanding Universal Manufacturing Company will shortly take additional space in an adjoining building. 103 employees are now on this firm’s payroll and the company is working three 8-hour shifts in an attempt to keep abreast of orders according to S. L. Herman, Universal’s new advertising manager. Not new to Universal, Herman has been with the firm for the past eight years and has spent more time than that in the business.

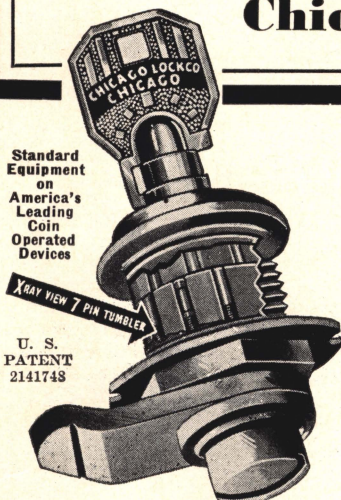
Herman says that the best way to tell how good the Dangling Ducklet (successors to the jar games) business now is, may be pointed out by the fact that Universal has spent approximately \$50,000 for new equipment during the past twelve months. The unit has recently changed over to a corporation owned and managed by Joe Berkowitz. Richard S. Chandler, formerly co-owner of the company, is no longer connected with Universal.

The COIN MACHINE REVIEW’s new cooking section caught one Kansas City operator right between the eyes. He is Ivan “Swede” Nelson of Kansas City, Kansas. Balancing the scales well over the “200” mark, Swede has gained quite a reputation in his area as a gourmet. Born in Sweden, Ivan’s favorite dish, he says, is Smagougie and promises shortly to let the other REVIEW readers in on the “makings.”

Carl Hoelzel, United’s head man is just back from a trip to St. Louis and Chicago. Partly a trip in the interests of Hobbies, Inc., and part regular business, Carl returned minus his pet squirrel which has

Manufacturers . . . Operators . . .

**IF— you want
“ACE” Protection
you want the famous, patented
Chicago “ACE” Lock**



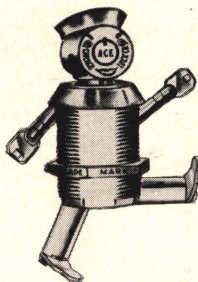
- Made Entirely of Steel and Brass
- No Die Cast Metal Used
- Center Post Case Hardened to Prevent Drilling

Inside and Out — the Chicago Ace Lock’s advanced, patented construction has set a new high standard in protection and security. See illustration. Note unique, 7-pin tumbler mechanism. Truly the “ACE” of ALL Locks. Preferred by leading manufacturers and operators everywhere.

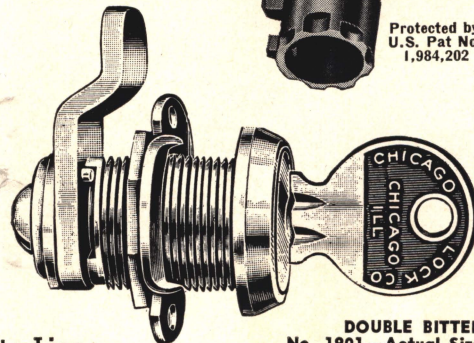
Only the Chicago Ace ROUND Key Opens this Famous Lock →

Note sturdy, tubular construction and unique notched muzzle. Permits 80,000 key changes. Individually Registered Key for YOU, ALONE, too, if desired. Investigate.

There’s a CHICAGO Lock for Every Need



For new equipment or replacements . . . Ace Locks, Single Bitted Locks, Double Bitted Locks. Padlocks, too. . . Also manufacturers of Cylinder Key Operated Switch locks for airplanes and burglar alarms. . . All insure — “UTMOST Security — MINIMUM Cost.”



Write for Catalog of Complete Line

Chicago Lock Co.

2024 North Racine Ave.
Dept. 95, Chicago, Illinois

been much in evidence around United in recent months. The highlight of the trip occurred, he says, when the squirrel got frightened on the Chicago plane and left its customary quarters in Carl’s coat pocket to go roaming through the airliner.

One of Hoelzel’s Chicago friends now owns the squirrel and Carl is on the lookout for another pet.

The most recent poll of Hobbies, Inc., to determine the most popular re-play table of the past 12 months chose Powerhouse by a close margin.

Plans for the new national Association of Coin Machine Operators goes rapidly ahead according to reports from Earl Witchner, executive secretary. It is expected that the entire set-up of the unit will be in shape for presentation at the next annual show of the industry.

Reports from Joplin, Missouri, bring word that music operator Charley Aiken is rapidly expanding his extensive list of music locations again. A recent large purchase of new Wurlitzers is his latest bid for supremacy in this lead and zinc section which is being boomed by present National Defense needs.

Central Distributing Company again brings out the encouraging information that both new phonographs and re-play table demand in the area exceeds supply. The situation isn’t serious, they say, but the 1941 boom has in no way diminished.

The cigarette vendor picture seems to be the same. Acme Amusement Company last month purchased fifteen new units only to find them on location the first of the month and no reserves in the shop. Manager

TURN PAGE

COIN
MACHINE
REVIEW

33

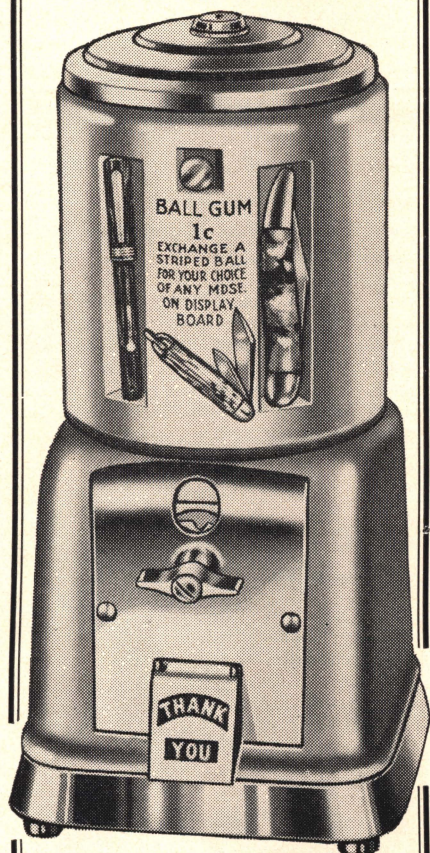
FOR
MAY
1941

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

ESQUIRE PREMIUM VENDOR CREATES PROFIT STAMPEDE

**Sample Premiums
Actually Displayed in
Vendor!**

**BALL GUM CONCEALED
ELIMINATES CHEATING**



U. S. PATENT APPLIED FOR—BEWARE
OF INFRINGEMENT!

Complete Unit Consists of the Following:
1 ESQUIRE PREMIUM VENDOR — STAND-
ARD POWDER BLUE FINISH
1 DISPLAY INSERT IN MACHINE
1 DOZEN SMALL 2 BLADE KNIVES
1 DOZEN LARGE SINGLE BLADE KNIVES
MACHINE FILLED WITH 1100 BALLS OF
GUM, INCLUDING 20 STRIPED BALLS
READY TO SET ON LOCATION.

ENTIRE DEAL
FOR ONLY

\$12⁵⁰

MACHINE TAKES IN \$11.00 — PAY LOCA-
TION 25%, OR \$2.75—YOUR NET RETURN
\$8.25. You may substitute the one dozen
small Knives for one dozen Fountain Pens.
Vendor may be had in red porcelain finish
with chrome top and base for only 50 cents
additional. By removing insert this machine
may be immediately converted to a
bulk merchandise Vendor for Candies,
Nuts, etc. DON'T BE MISLED BY CHEAP
IMITATIONS AND INFERIOR MERCHAN-
DISE! BE FIRST IN YOUR TERRITORY
WITH THIS PROVEN MONEY MAKER.

Terms: 1/2 Cash With Order, Balance
C.O.D. Full amount with order saves you
C.O.D. costs.

Reliable Vending & Nut Supply Co., 1827
S. Hope St., Los Angeles, Calif., is Exclu-
sive Distributor for states of California,
Washington and Oregon, on all Victor
Products.

Victor Vending Corp.

5711 W. Grand Avenue, Chicago

Frank Fasone sent in a rush order and is
now anxiously awaiting delivery.

All of which brings up a very interesting
situation that has developed in local oper-
ating ranks. Operators fearing slow deliv-
eries and delayed production due to Na-
tional Defense needs, have found that the
surpluses don't remain long in stock rooms.
Somehow or other they just can't let these
new machines remain idle. So it would
seem that all an operator has to do to
expand his business is to purchase larger
orders of new equipment and then let
Nature take its course. This is proven by
the fact that although quite a number of
leading Missouri-Kansas operators have
made large purchases recently just in case
deliveries become slower, not one of these
operators has any appreciable surplus of
equipment on hand at present.

Certainly this is a healthy condition for
the industry, one which benefits every
member and it proves the most happy fact
of all: "WE ARE NOT EVEN NEAR TO
APPROACHING THE SATURATION
LIMIT OF LOCATIONS AND POSSI-
BILITIES."

Every available business report guaran-
tees that the next five years are going to
be the most prosperous in the history of
our nation. The operator who passes up
this chance to put his business and fi-
nances in Apple-Pie-Order, may live a long
time to regret it.

Mac Eats With The Solomons

SEATTLE—Mac Mohr, Daval counter
games Pacific Coast representative, who
has won a great reputation for his epicu-
rean knowledge, now reports that he has
found someone to challenge the marvelous
home cooking of Mrs. Ed Heinle of San
Francisco.

"Some weeks ago," Mac reports, "I told
the trade about the marvelous home cook-
ing of Mrs. Ed. Heinle, whom I believe is
one of America's most outstanding good,
old fashioned home cooks. I acclaimed
her the champion home made meal maker
of America.

"Now," Mac continues, "I'll have to take
back some of those remarks in favor of
Mrs. Walter Solomon of Seattle. Mrs. Solo-
mon is the very charming wife of Wally
Solomon of Western Distributors Inc., of
this city, and she prepared a meal for me,
especially after she read my report about
Mrs. Ed. Heinle's cooking, which is prob-
ably one of the most perfect meals that
has ever been prepared in American his-
tory.

"Not that I'm a big meal fanatic," Mac
claims, "but because of the fact that I'm
a very light diner and like my food to be
perfectly cooked I've made it a hobby to
search for the type of food that is today
so rare in our hurry-up-and-gulp-it-down
lunch rooms.

"Mrs. Solomon's cooking challenged that
of Mrs. Heinle's. Both of these charming
women should be awarded the crown of
great home cooks by someone like Oscar
of the Waldorf or probably the President
of the United States. If these men won't do
it—then I demand that the members of
the coin machine industry get together and
do the awarding for they deserve this sort
of acclaim because they uphold our great
American cooking tradition."

CMI Inducts New Officers

CHICAGO—Marking a two years' mem-
bership growth from 21 to 107, new officers
of Coin Machine Industries, Inc., were in-
stalled at a well-attended gathering at the
Bal Tabarin.

George Moloney, new president, was
tendered a new gavel by Earl Benedict,
Hotel Sherman spokesman. Other officers
are: Dick Hood, first vice-president; A. E.
Gebert, second vice-president; Dave Gott-
lieb, who retired from the presidency,
treasurer; Jas. Gilmore, secretary. Directors
are: John Chrest, Richard Groetchen, Sam
Wolberg, Walter Tratsch, Homer Capehart,
W. E. Bolen and David Rockola.

Prof: "Name two primary colors."
Student: "Stop and go."

WORLD'S GREATEST all around ELECTRIC TOOL

DRILLS - GRINDS - SANDS - SAWS POLISHES - SHARPENS - CARVES

The new WHIZ ELECTRIC TOOL is the handiest
power tool ever made. A rugged tool for power and
precision work. Drills thru 1/4 inch iron plate in 42
seconds or engraves intricate designs. Handles any
material: Metals, Woods, Alloys, Plastics, Glass,
Steel, etc. Saves time. Eliminates labor. Plugs into any socket, AC or DC, 110
volts. Chuck 1/4 inch capacity. Ball bearing thrust. Powerful triple-gear motor.
STANDARD MODEL with Normal Speed (uses 200 different accessories, in-
stantly interchangeable). Price only \$7.95.

ONLY
\$7⁹⁵
POSTPAID
GUARANTEED
FOR ONE YEAR

THE ONLY DRILL-TOOL WITH A FULL YEAR'S GUARANTEE

FREE—Accessory outfit (value \$2) includes set of drills, mounted 1 1/2 inch
grinder, sanding discs, cutting wheels, mounted brush, polishing wheel, carving
burr, etc. FREE with each Tool ordered NOW. We pay postage.

10-DAY TRIAL — MONEY BACK GUARANTEE

PARAMOUNT PRODUCTS CO.

Dept. 6CMR

545 Fifth Ave.

New York, N. Y.

VENDORS

Glassgold Reports Operation Expansions

HAVERHILL, Mass. — Burnhart "Bip" Glassgold, Arthur H. DuGrenier, Inc. sales-manager, back from a three-weeks' flying tour of the west covering 16 states, reports western operators are rapidly expanding their routes to accommodate the increase in business due to enlarged territory commitments for defense supplies.

"One of the largest orders we took was from Hymie Zorinsky of H. Z. Vending & Sales Co. in Omaha, who advised us that he places the Champion in all top locations," Glassgold reported. Walter Knack of Dixon, Ill., Frank Fasone and Frank Buccero of Acme Amusement Co., Kansas City, Detroit's Reliable Vending, Pontiac's Ray Frink, and Star Vending, Toledo, are others reported to have placed large orders for vendors. ♦

Parina Opens New Los Angeles Offices

LOS ANGELES—R. A. Parina and Company, exclusive distributors for the DuGrenier Champion Cigarette Vendor, the Candy Man candy bar vendor, and the Adams Gum Vendor for the states of California, Oregon, Washington, Arizona, New Mexico and Nevada, announce the opening of a new Los Angeles office at 1726 South Vermont Avenue.

The new office, situated in the very middle of the coin machine jobbing and distributing district, will serve the operators of the great Southwest. A complete line of machines is on display and stock on all machines, as well as the full line of Adams gum, is carried on hand for immediate delivery. Regardless of whether the operator's requirement is for one machine or one hundred the Parina office is equipped to give him immediate service.

Richard A. Parina will continue to make his headquarters at the San Francisco office at 156 Ninth Street, and A. F. "Tony" Parina will be in charge of the Los Angeles office.

In commenting on this new expansion, "Dick" Parina said: "In my opinion the west coast in its entirety is the most fertile market in the entire country. We are confident of enjoying a fair portion of the business available, if for no other reason than the name DuGrenier needs no introduction. It is our intention to carry on the highest principles of the industry. We are well acquainted with the mechanics of doing business as the far westerners like to do and we intend to go the full way with them following, of course, the proper trade practices."

"Tony" Parina added: "We feel especially proud to be able to offer the vending machine operators such well-known and proven products as the DuGrenier Champion cigarette machine, the Candy Man bar vendor, and the famous Adams Gum machine. These are all quality machines that have held the respect and admiration of seasoned operators for some time past."

"We want operators to feel that both our San Francisco and Los Angeles offices are their own vending machine headquarters. We shall do our best to serve them and share with them the experiences we have gained over a fourteen year period in this business." ♦

Rowe L. A. Mgr. Passes Away

LOS ANGELES—Thomas Morrissey, 48, General Manager of the Los Angeles branch of Rowe Cigarette Service, passed away May 6 of Cirrosis of the Liver after a ten week illness. Before his connection with Rowe, he was president of the Pacific National Bank in Los Angeles.

Rosary was recited May 8th at the funeral parlors of Cunningham and O'Connor and Mass was said at Holy Spirit Church, Pico and Dunsmuir, with burial following at Calvary Cemetery.

Morrissey leaves his widow, Marie; a daughter, son, two sisters and two brothers. His son, Tom Morrissey, Jr., operates music machines. ♦

Follow the lead of Successful Operators get **UNIVENDOR**

Look at the vending equipment of successful operators and you'll see Univendor — the only multiple price vendor.

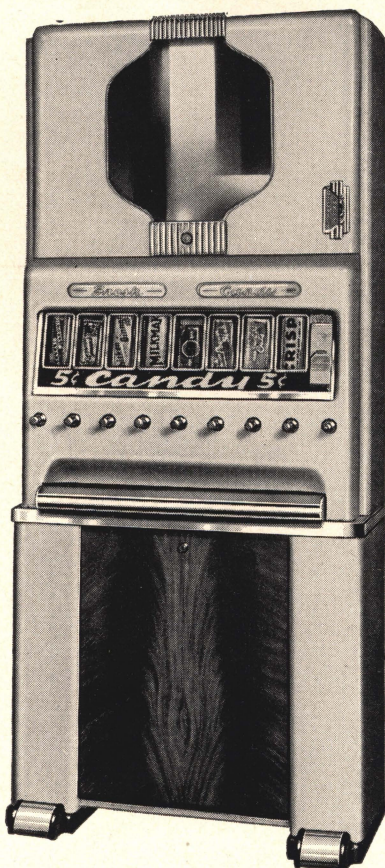
Univendor's exclusive multiple price vending feature gets more business for operators by increasing unit sales. You can stock the machine to fit any location, selling 5c to 20c merchandise. Here are more reasons why you'll want Univendor for your locations:

- Larger shelf capacity, 8 columns — 160, 6 column, 102.
- Large individual shelf capacity permits vending of most popular brands.
- Easier loading. A flick of the finger sets an entire column for reloading.
- Price of each column is set individually. Precision built mechanism gives years of trouble-free service.
- Modern styling for maximum eye appeal.
- Equipped with perfected slug rejector.

Try Univendor and you'll go Univendor. Order now!

UNIVENDOR'S
Exclusive 3 Price Vending
5c to 20c

Stoner
CORPORATION
332 Gale Avenue
AURORA, ILLINOIS



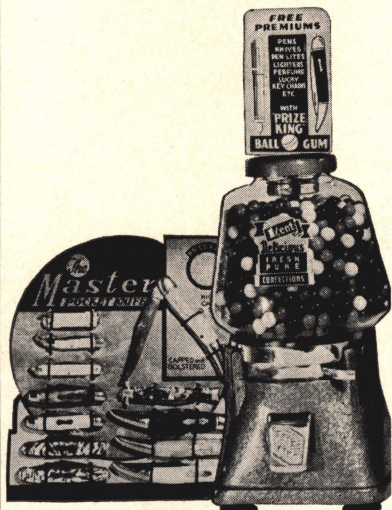
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

35

FOR
MAY
1941

**Everybody Wants
FREE PREMIUMS
POCKET BIG DAILY
PROFITS
with original
1100 SIZE
"PRIZE KING"
PREMIUM VENDOR
MAKE SLOT MACHINE PROFITS**



**ALL THIS
SPECIAL \$11.00 ONLY**

- 1 Prize King
- 1100 Gum Balls
- 1 Dozen Knives
- 1 Dozen Link Key Chains
- 1 Top Sign

**Vendor & Top Signs
Only 6.50
Extra Top Signs 35c**

**BEAUTIFUL GIRLS
LEGAL PROFIT**

VIEW-A-SCOPE



**Soldiers
& Sailors
Go For It!
Only
\$29.95 ea.
Complete**

Shows life—like TRU VUE FILMS in third dimensions — Scenic — Stage — Nite Club Children's. SPECIAL — Sally Rand, Earl Carroll's Beauties and others. A real profit maker for your locations! Complete View-A-Scope including battery and 3 films, only \$29.95 ea. Rush your order.

AUTOMATIC GAMES
2422 Fullerton Ave. Chicago, Ill.

**Report of the
Western Vending Machine
Operators Association
Meeting of APRIL 29th 1941**

Election of officers for the coming year are due at the June meeting so members who have not been in regular attendance of late are urgently invited to come to the meeting May 27th and look yourselves over and decide who you want to represent you for the next twelve months. **DON'T FORGET.**

The suggestion boxes at the jobbers have received a number of favorable comments but are shy somewhat on good ideas. We are always hearing some of the newer operators beef because they don't know about many of the things they feel they should in order to operate their business properly. **LET'S HAVE MORE OF THOSE QUESTIONS AND SUGGESTIONS IN THE BOXES,** and then come to the meeting and discuss them with us.

To show that we are not always serious but have a good time at the meetings we offer a sample story from 'Mac' McKinlock.

Mac says there were two brothers in Scotland who wanted to come to the U. S. but they only had money enough for one, so Sandy it was who came. Sandy did fairly well but was unable to save enough to send for his brother for several years. However he finally had enough to go back to Scotland for his Brother. When Sandy arrived he could not find Jock anywhere but finally encountered an old man with a long beard who greeted him heartily. Sandy couldn't remember who the old man was and finally asked him. Jock told him and when Sandy asked about his apparent old age and the beard Jock said, "awee! Sandy ye took the razor with you when you went to America and I kept thinking right along you were going to send for me and I wouldn't need to buy another razor so now I have a good beard."

So **ADIOS AMIGOS** and come to see us May 27th and pick out the ones you want to elect in June. ♦

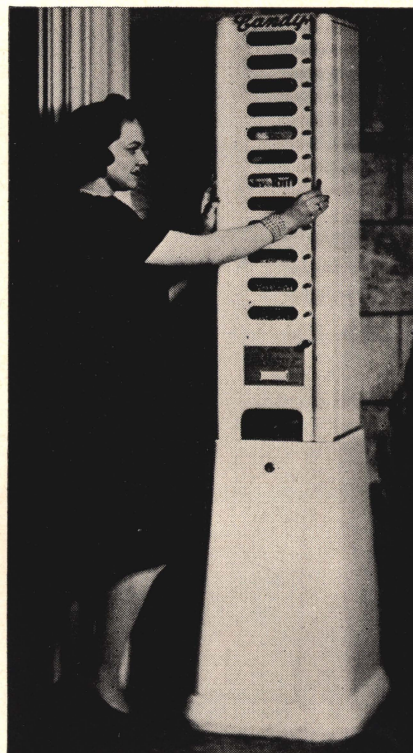
**New Machine Vends
Fruit Juices**

CLEVELAND — The latest contribution to the field of automatic merchandising devices is a dispensing unit that makes pure, cool and refreshing canned fruit juices available to a thirsty public. It is the product of Kan-O-Juice Dispenser Co., of Cleveland, Ohio, and the invention of its president, Joseph Gertner.

From its magazine of 214 standard size 5½ to 6 oz. cans, it delivers a choice of 6 juices, properly cooled and ready for consumption on the spot.

The customer simply moves the selector lever to the particular fruit juice he desires, inserts his nickel and pulls down the release lever. Upon delivery of the can, two straws are automatically ejected. The can is then inserted under a patented sanitary can opener. An easy push on the lever punctures the lid and the purchaser is ready to sip his refreshing vitamins via orange, grapefruit, apple, pineapple, tomato or other available juices. A chute is provided in the machine at the end of which is a large receptacle to accommodate the empty cans. The coin device can be readily changed to receive a nickel or dime.

The unit is distinctive, modern in design and extremely compact. It stands 76" high, has a width of 41" and a depth of 17".



Mitchell Doumany, DuGrenier West Virginia representative, snapped this shot of Elizabeth Williams, Beckley, W. Va., purchasing her sweets from one of the DuGrenier Candy Man 5c candy bar machines operated by E. J. Fourney of that city.

Its weight is approximately 400 lbs., and set on casters it is easily moved about. The entire storage compartment is dry cooled by a ¼ H.P. Servel electric refrigeration unit and costs less than 3c a day to operate. The Kan-O-Juice Dispenser is the result of four years of experimentation. Dozens of units have been in test operation the past year in department stores, factories, clubs, hotels, amusement places, waiting rooms, theaters and other types of locations having fairly large potential patronage. It opens a budding new business with great potentialities because of its convenience and the universal appeal for pure, health-giving, stimulating and thirst-quenching juices. ♦

**"Sweet Tooth" Catering
Is Profitable — Parina**

LOS ANGELES — Catering to the "Sweet Tooth" of the nation is a mighty profitable business, according to A. F. "Tony" Parina, manager of the local office of R. A. Parina and Company.

"Operators who have never tried Candy Bar Vending Machines before are surprised at the profit possibilities of such a machine as the DuGrenier Candy Man Bar Vendor. Easy to operate and absolutely trouble free the machine takes its place at the head of the list of merchandising profit makers for 1941.

"To operators who have never considered candy vending previously we invite you to come in and learn the whole profit story on Candy Man operating. Samples and stocks are carried in both our San Francisco and Los Angeles offices and we will be very happy to give the complete candy vending story to any operators interested." ♦

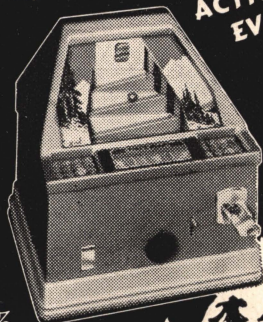
it's tops in
appeal and
originality

PIKE'S PEAK

ACTION
EVERY
SECOND

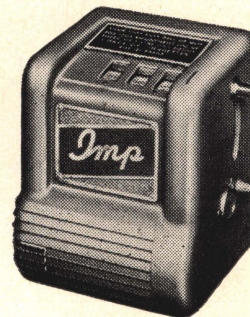
IT'S FUN
TO PLAY

IT'S
100%
LEGAL



Sample
\$31.50

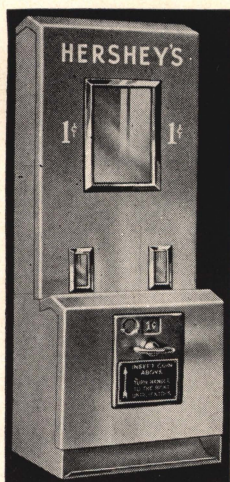
f.o.b. San Francisco
Lots of 10
\$28.50 each



STILL GOING STRONG
\$60.00
For a Case of Six

MARCOR 1¢ VENDOR

ACCLAIMED "THE WORLD'S FINEST"



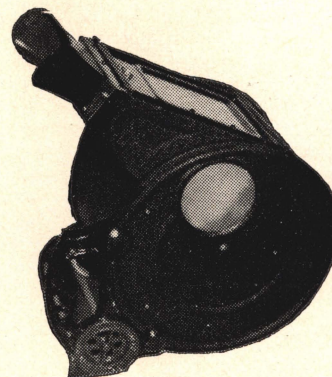
It's GORGEOUS! Impressive! Compact! Sturdy! SLUG-PROOF! NEW, simple mechanism with nothing to get out of order! Capacity of 110 Units. Use 1c Hershey or 1c Peanut Crunch or 1c Almond Chew or any other 1c Bars. Can be had with or without name "Hershey".

Assure yourself of a steady volume of business on a comparatively small investment.

Sample . . . \$13.50 f.o.b. San Francisco

WRITE QUICK! GET STARTED
WITH THE MARCOR VENDOR
TODAY!

Establish A Route of



SCULPTASCOPIES

Pictures in Third Dimension and
in Colors.

100% LEGAL

Six Groups of Pictures MAKES
MACHINE 6c PLAY

Order A Sample Today!

Sample - - - - \$27.50

Lots of 5.....\$22.50 each
Lots of 10..... 19.50 each

Deposit of 25%, Balance on
Delivery

"Mechanical Finger Tool" for arranging Charms in Vendors
75c cash with order — postpaid

Collection Books 50 duplicate reports and 7c Each, Postpaid
carbon paper to each book (less than ten—10c each)

Coin Wrappers Viking Coin Wrappers are now made in colors.
Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin
Wrappers are made of the best genuine Kraft paper and are guaranteed to
be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.
TUBULAR OR FLAT—\$1.00 per Thousand, Postpaid Anywhere. Prices on
Larger Quantities on Application.

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA

COIN
MACHINE
REVIEW

37

FOR
MAY
1941



Scientific's Batting Practice is proving to be a terrific money-maker on all types of locations. In the picture you can see a crowd gathered around the machine near the entrance to the swimming pool in the St. George Hotel in Brooklyn. There is another Batting Practice located in the St. George Hotel Pharmacy and both are getting a tremendous play.

Triple Honor Bestowed On "Curley" Robinson

LOS ANGELES—When a man is asked to represent one organization for a nationwide event—that's an honor. When he is requested to represent three for such an observance as "I Am An American" Day, Sunday, May 18th, it becomes a tribute. That is what happened to Samuel "Curley" Robinson, Managing Director of the Associated Operators of Los Angeles County, Inc.

Upon the creation of the "I Am An American" Day by President Roosevelt, "Curley" received word from Edward Arnold, President of the observance organization, that he had been appointed chairman of the Sponsors' Committee, representing the Amusement Devices Industry.

Next came a letter from Herbert Ochs, Commander of the Los Angeles Post No. 8, American Legion, to Robinson, child welfare commissioner of the Post, saying, "I would be exceedingly grateful if you would accept the Chairmanship of this committee representing the Los Angeles Post, which is the Mother Post of Los Angeles County."

Finally, from Carroll Parish, Captain of the 4th Area, Sons of the American Legion, came this praise, "Because of your many generous services in behalf of youth groups in Los Angeles County, and because of your splendid devotion to the program of the Sons of the American Legion, I am asking that you serve as a member of the

Advisory Committee on the 4th Area, S. A. L. Souvenir Program."

So now "Curley" is writing to all members and associates of the Associated Operators, asking cooperation in observance of the "I Am An American" Day and attendance at the program in Hollywood Bowl Sunday, May 18th. ♦

Parina Coins New Service Slogan

SAN FRANCISCO—"Until just recently the initials 'P. S.' meant 'Something added after,'" declared "Dick" Parina, of R. A. Parina and Company, "but now 'P. S.' means 'Parina Service' and this service starts at the time an operator buys any piece of DuGrenier equipment from either our San Francisco or Los Angeles offices and continues thereafter!"

The Parina organization is exclusive distributors for DuGrenier machines in California, Oregon, Washington, Arizona, New Mexico and Nevada and service departments, with competent factory-trained mechanics in charge, have been organized in both the Los Angeles and San Francisco offices to take care of every need of today's operators. ♦

• • •
"What are you doing now, Sam?"

"Ah's an exportah."

"An exporter?"

"Yassuh, Ah was fired by de Pullman Company."

Kagan Reports Heavy Groetchen Sales

LOS ANGELES—Take it from John Kagan, West Coast representative for the Groetchen Tool Company, that the Western States are really counter game conscious.

Says Jack: "I have been spending most of my time for the past months out in the territory talking to the boys that buy games and helping them plan profitable operations. Almost to a man they speak highly of the superior and consistent quality of precision-produced Groetchen games and they have backed up their remarks with sizable orders. I've booked some excellent business on almost every machine in our extensive line.

"Right now operators are expressing more than usual interest in our new Yankee Double Header game. It's something that is tailored-to-measure for thousands and thousands of locations and Western operators are right up front when it comes to picking the right machines for their spots. That is why I've been bobbing from town to town in an effort to give every Western operator just the type of service on his orders that he has a right to expect." ♦

The Case of the Missing Theater Seats

TOLEDO—There were 205 seats in a certain, small theater in Gatesburg, Ohio. Or at least there were the last time Pete Wood, secretary of the Independent Theater Owners of Ohio, knew about it. Suddenly, without warning, came the mystery. It arrived with the theater owner's check of \$16.30 to pay his organization dues. For the accompanying explanation accounted for only 163 seats.

However, there was no third degree, grilling by brilliant lights and shouting voices in Columbus. This "Who Done It" was solved by the owner himself. "I done it," he explained a little more grammatically. "And what do you think is in the place where there were once 42 seats? I'll tell you — PINBALL MACHINES, SIX OF 'EM. They're the reason why I can pay my theater dues!"

The triumphant hero of this tale of defying success with the ever-dependable aid of pinball machines, continued, "Business has been very lousy. The only reason I run the show is because my wife, Martha, and my grandchildren like the movies. I figure if I break even I'm saving money because without my theater, the family would spend money for gasoline and admissions in other theaters." ♦

Vince Shay Announces Son

CHICAGO—Vince Shay, coin sales manager of Mills Novelty Company, is a very happy and proud father. The event was a tremendous surprise to everyone at Mills, for Vince had kept everything a secret. No one knew a thing about his anticipations. First word was that the baby was an hour old.

Mrs. Shay is showing the baby at the West Suburban Hospital and says it weighed seven pounds at birth. It will be named "Vincent Anthony." ♦

• • •
Statistician: "Most of the accidents in the home happen in the kitchen."

Mr. Longwed: "Yes, and what's worse, the husband has to eat them and pretend to like them."

COIN
MACHINE
REVIEW

38

FOR
MAY
1941

A VALUABLE LESSON IN BIGGER ARCADE PROFITS—

FREE!

SEND FOR BRAND NEW ILLUSTRATED

MUTOSCOPE CATALOG

➔ FILLED WITH SUCCESSFUL METHODS OF ARCADE OPERATION — PICTURES OF AMERICA'S FINEST ARCADES — DETAILED DESCRIPTION OF MUTOSCOPE'S 1941 LINE OF MONEY-MAKERS!

ORDER YOUR EQUIPMENT NOW FROM
PENNY ARCADE HEADQUARTERS

International Mutoscope Reel Co., Inc.

44-01 ELEVENTH ST., LONG ISLAND CITY, N. Y.
WEST COAST REPRESENTATIVE

FRED E. McKEE 2041 Kenneth Rd. GLENDALE, CALIF.

Weinberg Clicks For Mohr

LOS ANGELES—Hy Weinberg, roadman de luxe for Mac Mohr Company, this city, is reported to have clicked with one of the best sales records ever set by any roadman on sales of Daval counter games throughout the states of Oregon, Washington, Idaho, Utah and Nevada.

According to Mohr, "Hy set a real sales record on this last trip. His sales of Marvel, 'Defense Model' American Eagle, '21', Cub and Ace amounted to the largest volume of business that we have ever received on Daval counter games from these states.

"In addition," Hy tells us, "the operators, jobbers and distributors throughout these states are all sold on Daval counter games and I find that more and still more of our machines are demanded. The men advised me that the games more than bring back the cost in a very short time and also that they have been finding their greatest profits coming from their Daval counter game routes."

"Such praise," according to Hy Weinberg, "is one outstanding reason why operators throughout the entire Northwest are all Daval counter game conscious. The trade in this part of the country realizes that the biggest and steadiest and the best profits that they have ever earned are from Daval counter games. Many of these men have shown me collection records on Daval games that are truly amazing. And many more have advised me that their Daval counter games operation has maintained them through the toughest times." ♦

Operator Helps Defense Program

BALBOA, Calif.—Al Anderson, amusement concession operator here and a REVIEW subscriber, has announced that the U. S. Army has bought 140 compressed air machine guns of a type used at his concession, to be used in training Army flyers in aerial gunnery. Additional orders from the Navy are expected shortly, Anderson declared, since officials in both branches of the service have expressed approval of the gun.

Cheapness of operation and extremely high firing power are features of the weapon invented by Paul V. MacGlashan of Long Beach, with whom Anderson is associated. At 200 pounds air pressure the gun fires the same number of shots as a regular machine gun with a velocity about equal to a .22 caliber rifle. About 100 shots can be fired for 1 cent, as compared to 7 to 15 cents for each shot in firing regulation guns, Anderson explained. ♦

E-Z NON-ELECTRIC BURGLAR ALARM

For

Games, Phonos, Venders

ELLMAN & ZUCKERMAN

119 So. Jefferson St.

Chicago, Ill.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

THEY BUILD FOR PERMANENCY

Gulf States Exhibit Company, in Business Ten Years, Has Built Profitable "Iron Claw" Business by Wire Selection of Merchandise and Catering to Public and Location Owners

By RUEL McDANIEL

Coin machine business is no different than any other established industry, according to the opinion and experience of the management of Gulf States Exhibit Company, New Orleans, La. It will respond to sound merchandising and fair treatment to customers just the same as though it were a corner drug store or a drygoods establishment. The fact that the company has been continuously in the coin machine business for ten years indicates that the policy is sound.

It is poor business to play the public for a sucker, the management of this concern believes. If you don't give the player of the machine a chance to get something for his money, he ceases to be a player, and both the location and the entire coin machine industry suffers. On the other hand, give the player a fair chance to win something of value and he continues to be a regular player.

In this connection, the management of this firm finds that the selection of the merchandise which it puts in its "Iron Claw" machines is the most vital factor in the continued success of the business. The company constantly is on the lookout for merchandise of known quality and real merit, for use in its machines. Give a player a fair chance to dig out something practical and of real quality and he becomes a regular player, the management theorizes.

Another thing that is important in the selection of merchandise for the machines is to match the merchandise with the store or shop where the machine is on exhibit. For example, the company does not put pipes or cigars or even cigarette lighters in a machine which is on exhibit in a cigar store. That would be competing with the location owner, and that tends to break down the enthusiasm and goodwill of the owner of the location, the company finds.

Merchandise for the machines is selected to fit the individual location, both from the standpoint of competing with the location and from the viewpoint of the average customer of the place. In a bar frequented by more than the average number of women, for example, the company makes a point of including in the merchandise on display a lot of cosmetics and other articles with a special appeal to women. This not only helps to attract women players but it arouses their interest to the extent of their inducing their escorts to play the machine.

Another basic factor in making a profit from this type of coin machine, this company finds, is care in the selection of men to service the machines—and servicing them regularly.

This is surprisingly difficult, the organization has found, and it is possible to hire

a crew of honest, reliable men only after careful investigation of all prospective employees and then holding service men once they have proven their honesty and ability. All service men are under bond.

It is easy for a dishonest service man to make off with a great deal of merchandise over a comparatively short period of time, the company has found by woeful experience; and only a man who has the best of references or who has proven his integrity in some other manner is put to work on a service route.

A machine in poor order is a dead machine, carrying an investment and earning nothing for either the operator or the location owner, the company management constantly emphasizes to its service men. Accordingly, every one of the nearly 100 machines is serviced regularly twice each day. Not only is new merchandise put in to replace that which has been played out and the articles that remain relocated, but a service man keeps close check on all his machines to see that a proper "balance" of merchandise always is in each machine to appeal to the customers of each specific location. Each machine must be "merchandised" in basically the same manner as any aggressive retail establishment merchandises its wares, the management maintains, and the policy has added materially to the continued growth of the firm.

Still another thing that has added to the growth of the company and created loyalty in the estimation of location owners is the company's policy of "going to bat" for a location owner when any sort of trouble arises. A man catches his pants pocket in the handle of a machine and tears out the pocket. He demands a new pair of pants from the location owner. The location owner phones the company and an adjuster from the office immediately goes over and adjusts the complaint with the player. These things add much to the goodwill of location owners and cost the company comparatively little, as most such complaints can be adjusted at comparatively little cost, with the proper diplomacy exercised, the firm finds. ♦

COIN
MACHINE
REVIEW

39

FOR
MAY
1941

CHARMS

FOR
VENDING MACHINES

High Quality Cell. Charms,
Standard Assortment.....\$55 Gr.
De Luxe Assortment.....\$70 Gr.

Terms: Remittance with Order
or C.O.D.

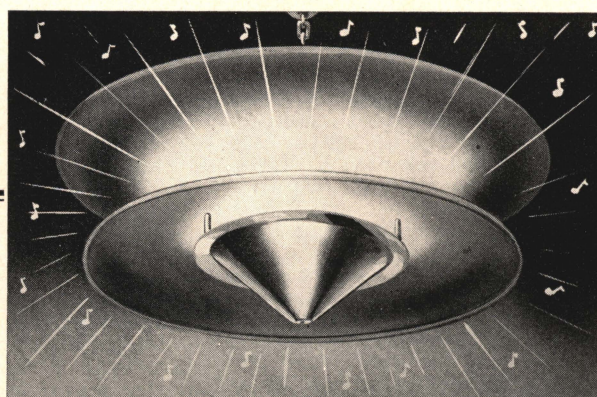
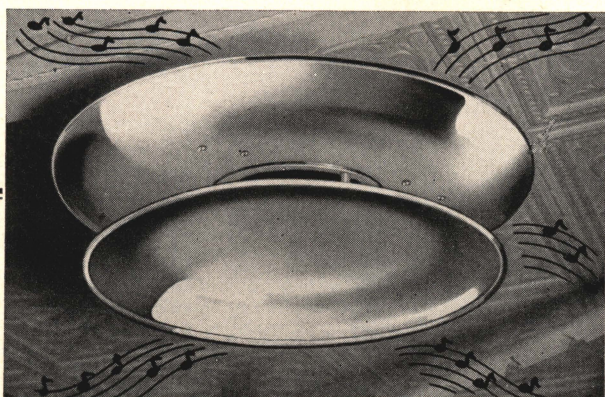
Postage Prepaid

Write for Sample Order Today

JAPAN IMPT. CO.

542 GRANT AVE.
SAN FRANCISCO, CALIF.

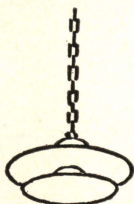
ULTRATONE & ILLUMITONE CEILING BAFFLES



ULTRATONE

CHROMIUM NON-ILLUMINATED

Suspend from a Single Ceiling Point



MODEL UA: 31 in. diameter. Accommodates 15 in. or 12 in. Speaker.....**\$2850**

MODEL UAS: Same as above, equipped with finest quality TRI-WAY PM 12 inch Speaker**\$3900**

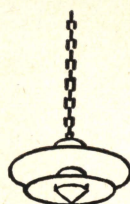
MODEL UB: 24 in. diameter. Accommodates 12 in. or 8 in. Speaker.....**\$2750**

MODEL UBS: Same as above, equipped with finest quality TRI-WAY PM 12 inch Speaker**\$3800**

ILLUMITONE

GOLD OR CHROME ILLUMINATED

(Shipped Complete With Lights)



MODEL IG: 31 in. diameter. GOLD. Accommodates 15 in. or 12 in. Speaker.....**\$3050**

MODEL IGS: Same as above, equipped with finest quality TRI-WAY PM 12 inch Speaker**\$4100**

MODEL IC: 31 in. diameter. CHROME. Accommodates 15 in. or 12 in. Speaker.....**\$3450**

MODEL ICS: Same as above, equipped with finest quality TRI-WAY PM 12 inch Speaker**\$4500**

NOTHING IN THE MUSIC FIELD TODAY MAKES IT AS EASY TO OBTAIN FIRST CLASS LOCATIONS AS A PROMISE TO THE PROPRIETOR TO INSTALL AN ULTRATONE OR ILLUMITONE CEILING SPEAKER. A BEAUTIFUL FIXTURE PLUS A NEW MAGNIFICENCE OF TONE WITH FULL 360° COVERAGE TO EVERY CORNER OF THE ROOM. ONE OF THESE SPEAKERS SUSPENDED IN THE CENTER OF A ROOM OFTEN TAKES THE PLACE OF THREE OR FOUR AUXILIARY SPEAKERS OTHERWISE NECESSARY.

Order Today from Your Nearest Distributor—or Direct

All Prices Are Net F.O.B. New York—Subject to Change Without Notice

TRI-WAY PRODUCTS CO., INC.

108 EAST 27th STREET
NEW YORK, N. Y.

Pacific Coast: MAC MOHR CO., 2916 W. Pico Blvd., Los Angeles

COIN
MACHINE
REVIEW

40

FOR
MAY
1941

MUSIC



One of the west's elite locations is The Town Club in Madera, Calif. This fact appreciated by Fresno's Floyd Knudson resulted in installation of a crowd-pulling Wurlitzer 850, with the result that the spot is now busier than ever.

Two Distributors Named for Packard

INDIANAPOLIS—Interstate Novelty Co. and Hart Music Co. have been named exclusive representatives for Packard Products in western and eastern Washington, respectively, according to announcement by Homer Capehart.

Ed Perry, long prominent in the distributing business and well known throughout the entire west, heads the Interstate firm. Perry is reported to be highly enthusiastic about Pla-Mor's possibilities in the area around Spokane.

Joe Hart, who heads the Everett music concern, is another old-timer in this state's coin machine business. He will be assisted

by "Bud" Kinney, who has had a long experience in the automatic music field and is thus well qualified to serve as manager of the Packard division of Harts business. A complete stock of Pla-Mor equipment will be carried at all times.

The Everett office, at 1314 26th Avenue, has been supplemented by one in Seattle, at 3140 Elliott Avenue. Hart declared this expansion was a direct result of his acquiring the Packard distributorship about which he is most happy.

In making his announcement Capehart said, "The appointment of these two new distributors of Packard Pla-Mor equipment gives me great personal pleasure. It carries out our policy of having the line handled by some one outstanding distributor in each territory."

Corcoran Appoints Stemler NW. Dist. Rep.

SAN FRANCISCO—Announcement was made last week by Wm. "Bill" Corcoran, Pacific Coast District Sales Manager for Buckley Music System, Inc., that Aubrey V. Stemler, former Portland distributor, has been appointed Northwest District Representative, to handle Corcoran's business affairs in the states of Washington and Oregon.

Stemler has formerly been manager of Corcoran's Portland office at 807 S.W. 16th Ave., Portland, Oregon. Succeeding him will be Harold C. Ploense, who has handled a major part of Buckley Music System installations in Oregon. Ploense is thoroughly familiar with the operation of Buckley Boxes and his knowledge and experience will prove helpful to operators in the Oregon territory. According to Corcoran, Ploense will continue to render the same high type of service and maintain complete facilities for the convenience of operators.

"Aubrey Stemler", said Corcoran, "has done such an excellent job in Portland for Buckley Music Systems that his promotion is a well-earned reward, and I am confident that his service to distributors in the states of Oregon and Washington will prove extremely satisfactory to all concerned. His successor, Harold Ploense, applied to me to purchase our Portland office, and in selling the business to him, I want to assure operators that they will find Harold Ploense's experience and knowledge of Buckley Music Systems very helpful in every respect."

Corcoran announced, also, that Heberling Bros. had been appointed by him as distributors for the Seattle, Washington, area. In charge of the Heberling office will be Sybil Stark as General Manager, well-known throughout the Coin machine industry.

"It gives me a great deal of pleasure," stated Corcoran, "to announce the appointment of Heberling Bros. as our Seattle distributor. Seven months ago they purchased a considerable number of Buckley Wall Boxes and installed them on their various routes. Since that time they have been so well satisfied with the revenue derived as compared to former wall box installations, that they have desired to take over the distributorship for the Washington territory."

Heberling Bros. are located in Seattle at 106 Elliott Ave.

Eddie Plugs Eddie

BALTIMORE—Eddies cooperate very nicely. When Eddie Lane, brother of Seaboard Sales' well-known Bert Lane, knocked out his new novelty song, "The Two Little Squirrels (Nuts to You)," and had it recorded by Mitchell Ayres on a Bluebird, Tommy Tucker on Okeh and Louis Jordan on Decca, he had something that appealed to Eddie Ross, the boss of Baltimore's Oriole Coin Machine Corp. Ross went nuts about it, ordered it put in every one of his phonographs, and the mutual cooperation has turned out to be mutually profitable.

The Box That DOES THE BUSINESS!

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

Because—

- It has "HAND-BRUSHED" Satin Chrome Finish—found mostly on expensive jewelry.
- It has play-appeal. The reel spinning action gets the coin.
- It has "TRIPLE ACTION" on a bar, eliminates—"STRAINING"—"SHOVING"—"SQUINTING". The player in front of the bar box and

the one sitting on each side can play with minimum exertion.

- It has "INDIRECT TITLE STRIP LIGHTING"—The last word in scientific lighting effects.
- It has everything the customer wants . . . and supplying exactly what the customer wants will make the operator money.

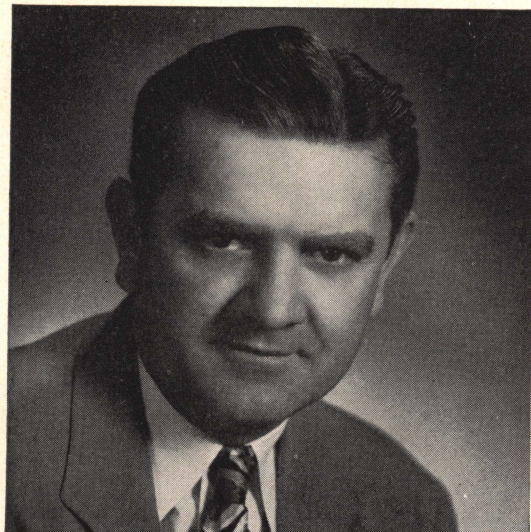
Learn the Whole PLA-MOR Story TODAY!

WESTERN DISTRIBUTORS, INC.

1226 S.W. 16th Avenue

PORTLAND

OREGON



Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO,
OREGON, UTAH, WASHINGTON, WYOMING AND HAWAII.

509-10-11 DeYoung Building
Telephone: Garfield 6560
San Francisco, California

1348 Venice Blvd.
Telephone RI 0196
Los Angeles, California

TEXAS

Covered By
JOHN G. WRIGHT

HOUSTON (RC)—On April 16 the Houston City Council voted unanimously to resume collecting about \$30,000 a year taxes on some 2000 local marble tables. The tax measure on coin operated devices was passed in 1937, but the city tax department stopped collecting on marble tables in January, 1939 when police began seizing those paying off automatically.

The question of collecting taxes on marble tables and other coin operated machines was discussed at two previous council meetings but each time the question arose about taxing machines and then seizing them. At the latest meeting City Attorney Lewis Cutrer pointed out that taxing a machine did not license it for gambling purposes, and that under the present ordinance marble tables could not be exempted as the provision was general; covering all types of coin operated machines.

Under the Texas State law a city may levy a tax on each coin machine equal to one half the \$30 a year state occupation tax. The State and Harris County had never stopped collecting taxes on marble tables.

According to City tax records Stelle & Horton paid the first marble table tax with a check of \$300 for 20 tables. Peerless Amusement Co. was the second concern to meet the tax with a \$450 check representing taxes on 30 machines.

Offices of Atkins & McClure Amusement Co., a new operating firm, were formally

opened in Houston on April 17. Two well known and popular operators, Clyde Atkins and Fred McClure, are co-owners and Miss Mary Beth Jackson, formerly with R & A Distributing Co., is secretary.

John C. Kramer, former well-known Texas operator, and lately an inventor of some note, has patented a device that answers telephone calls. The thing is small and compact, about the size of a table model radio, and is placed adjoining the telephone. When the phone rings, a record recites any message absent person wishes conveyed; when party at other end of the line "hangs up," the record automatically re-sets and is ready for the next call. No wires are connected to telephone lines. The device is expected to be helpful to operators not having a full time office girl.

Pete Arganis of West Market Music Co., Galveston, reported excellent business in the island city and predicted a record-breaker for this season. Arganis is one of

Texas' old time operators—a Greek and mighty proud of it.

Alvis Hughes, service manager for Galveston Novelty Co., Galveston, is just starting his busy season. The company has extensive open air operation along the beach, including one of the largest penny arcades in the Southwest. The season officially opened April 20 and will continue until late fall.

Decca started Texas recording at Dallas on April 21. The well-liked Dave Kapp and Monroe Wayne were in charge of the recording carried on at a local downtown hotel.

Morris Liedecker, Corpus Christi Novelty Co., located in Corpus Christi where the nation's largest Naval Air base was recently opened, reports excellent business.

Oscar Acuna is now head of the record department of Towas Acuna Music Co., San Antonio. This Company, better known as *Casa De Musica* (House of Music), has customers in all parts of the United States and Mexico. They are generally recognized as an authority on Mexican music.

Bob Newman, San Antonio, was recently commissioned second lieutenant in the U.S. flying corps. Bob is the son of the late Pat Newman of immortal baseball fame, and later prominent as an operator and distributor. Since Pat's death, about three years ago, Mrs. Newman has carried on the business of San Antonio Novelty Amusement Co.

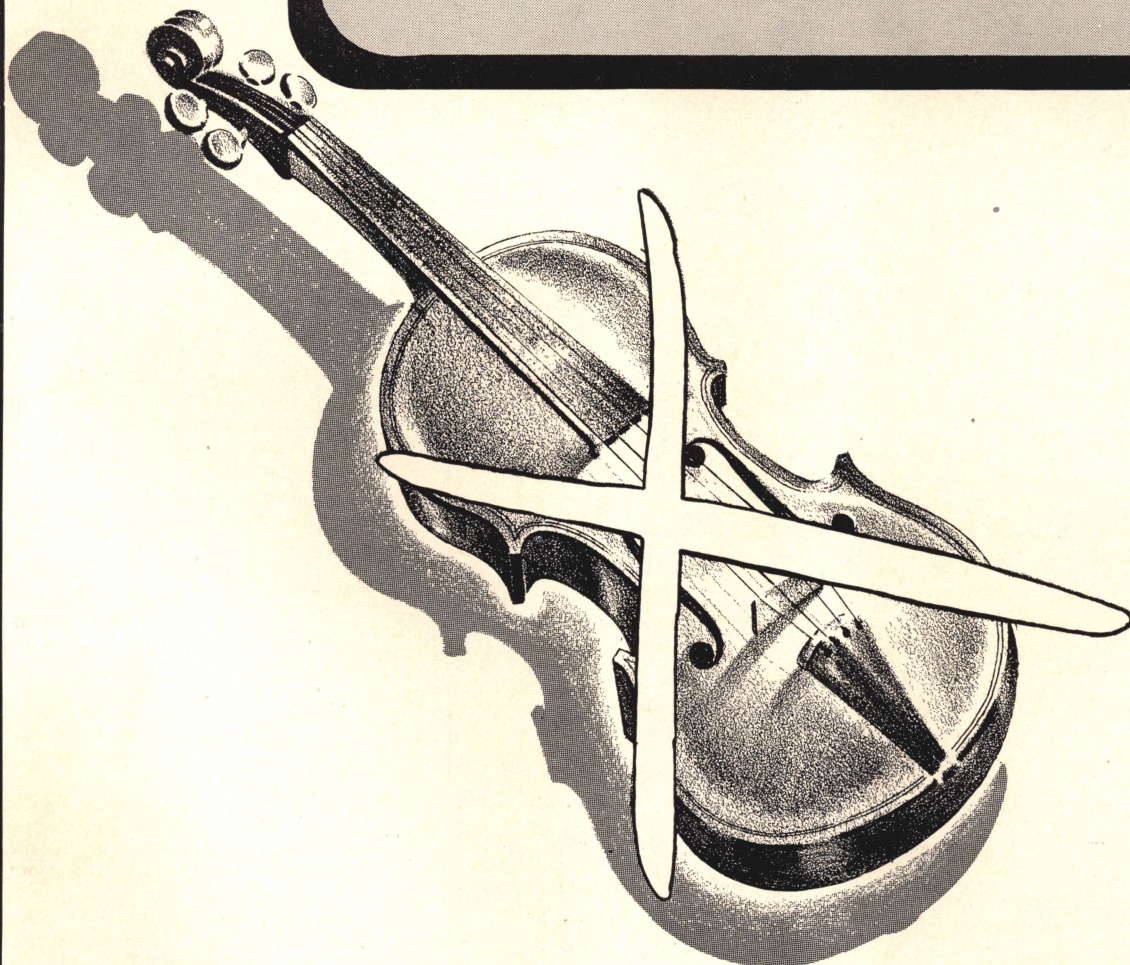
Bill Morris is now back where he first started in the operating business, with the Southwestern Amusement Co. of San Antonio. Morris represented Decca in the San Antonio territory for a long time, was connected with McDaniel Music Co., and others.



CARRIE
THE CAR HOP
— says —

"Us girls are hoping the boss gets another phonograph operator. The smart guy we have now knows about everything under the sun except what records our customers want!"

**WE DON'T FIDDLE
AROUND WHEN IT
COMES TO SERVICE**



We know "service" is one of the most abused words in the English language. And you know why! A lot of firms shout loud and long about their service—but too often when a customer calls for some he gets it when somebody gets

around to it — or — he doesn't get it at all. Not so here! We appreciate that a phonograph can't earn when it's out of action—that quick delivery of parts is important—when repairs are needed, that call must be heeded **AT ONCE**.

Next time you need service, call on us. We'll be waiting for a chance to prove that the above claims are cold facts and not hot air.

CALIFORNIA SIMPLEX DISTRIBUTING CO.
WURLITZER DISTRIBUTORS

San Francisco
1157 Post St.

Los Angeles
1348 Venice Blvd.

COIN
MACHINE
REVIEW

43

FOR
MAY
1941



Which Remote Selector to Buy?

Is your brain a whirl of indecision concerning Remote Control Boxes? It shouldn't be for it is a known fact that in every field there is always one product which stands head and shoulders above the others. In Remote Control Music that Box is the

Packard PLA-MOR REMOTE CONTROL SELECTORS

Buy the Selector that Music Experts operate! Do you respect the judgment of such outstanding music operators as Perry in Spokane, Hart of Seattle, Lange of Glendale, Ricklin of Los Angeles, Bennett of Phoenix, Weyh of Havre, Olney of Missoula, Navarro of Mexico, Orr of Albuquerque, Smith of Chehalis, Stewart's of Colorado Springs and Salt Lake? They . . . and hundreds of other successful operators have ordered and are using thousands of PLA-MOR Selectors.

You owe it to yourself to get the whole PLA-MOR story today!

W. E. SIMMONS

Western Regional Manager for Packard Mfg. Corp.
1025 N. Highland Ave. Hollywood, Calif.
GRanite 4148

PAC. NORTHWEST

Covered By
LOUIS KARNOFSKY

SEATTLE (RC)—Well, readers, "Guest Column" time is approaching again. A year ago, when we inaugurated this unique feature, Barbara Nafstad turned in a sparkler that won plaudits all over the Row. With Our Girl Thursday no longer affiliated with the industry, the field is wide open.

And that will serve as an introduction to the most extraordinary offer this column has ever made.

The operator, of course, is No. 1 in the coin family. We see him at the jobbers buying new games; we see him at the locations; we see him driving around lining up new spots and servicing them. Eleven

months in the year we try to give you the operator's story. His likes, dislikes, idiosyncrasies, hobbies, etc., are duly chronicled. We try to see things from his viewpoint, to pry beneath the surface and give you the real man.

Okay. Eleven months in the year it's Operator all the way. Now—for the remaining month, we're going to veer from established policy and examine the generator that furnishes the spark to the dynamo, the helping hand and the kind word that brightens the dismal days when games flop, locations turn sour, and worry and tough breaks eat their way into the mind. In other words, we're going to turn our guest column over to the little woman—the operator's wife.

Whose operator's wife?

That, my feminine readers, is entirely up to you. For the best guest column writ-

ten by an operator's helpmate and reaching this correspondent not later than May 25, we will award a crisp ten-dollar bill. For the next best guest column we offer a five-dollar bill.

There are only two rules governing this simple contest: (1) No commercial plugs, and (2) Columns must be at least 300 words in length.

The wife of any operator in the states of Washington, Idaho, Oregon, Montana or Alaska is eligible.

What to write about? There are no restrictions. Gallons of printer's ink and reams of paper have been devoted to the operators' problems. How about something regarding the problems of the operator's wife?

Send all columns to the writer, 5224 37th N.E., Seattle, Wash., who will judge the entries in unbiased manner and make the awards.

It's going to be a boy, and it's going to arrive on July 4. Bob Chamberlain, the bashful father-to-be, who stalled and hesitated and changed dates before finally getting snared at altar-time, is taking no chances of missing out on this event. He has arranged every minute detail with the stork, and all that remains is for his schedule to be formally approved by Mother Nature. Bob, a Heberling Hot Shot, has raided the firm's novelty department to provide toys for the offspring. An inventory check-up revealed these items missing among others: 4 kangaroos, 3 teddy bears, 2 bunny rabbits, and a couple of giraffes.

Ray Pepple, the ex-Joe Hart satellite who was called to the colors as a first lieutenant, is due for promotion, yet Captain-to-be Ray is far from a happy man. Stationed at Tacoma, Wash., he was ready for the frenzied flapping of the winged critter to usher in his first heir when orders came to embark to San Francisco. From there he will probably journey to Hawaii, and it will be months before he catches his first glimpse of the tiny bundle of joy.

"Nazis March Into Athens!" scream the headlines, but all is not lost for Greece. As long as there remain staunch supporters of the Tommy Stamolis type, that country will rise some day, cast off the yoke of oppression, and don the mantle of independence. For weeks Tommy practically neglected his operating while soliciting funds for the Greek Relief Fund. In other words, it was all Greek to him.

After six years as a tractor operator, Dick Robinson's brother Bill has decided to throw in his lot with the coin game. So last month he slipped on the Jack R. Moore apron and went to work in the shipping department. "Cat operating is a great game and there's good money in it," Bill said in retrospect, "but I'd rather sacrifice a few dollars and make sure my health won't get cracked up. The first three years tractor work leaves no apparent ill-effects. But after that—the constant jarring movements raise Old Ned with the kidneys and intestines. Why, I was running a cat once when my stomach split open and the doctor had to sew it up."

Bert Farmer will be mighty glad to work for years and years without ever having a vacation again. In November 1939, when he sold Superior Distributors to Charley Gist and Tex Shields, he button-holed himself and said: "Kid, you've been a work-horse long enough. You're hieing off to some quiet spot and give your long-legged carcass a chance to soak in some of na-

(See PAC-Northwest, page 48)

New Coin Machine Opportunities

Below the Border

by HAROLD S. KAHM

No. 2—MEXICO CITY

Mexico City has a population of approximately two millions, and it offers a wide-open market for various types of coin machine operations. American coin machines, almost exclusively of the music and amusement variety, are in use in Mexico, but the field has scarcely been scratched.

Coin-controlled phonographs are to be seen in large numbers here—American makes—but some of the choicest locations in the city are wide-open, including bars, restaurants, cafes, cantinas and pastry shops. The pastry shop location requires some explanation: They are cafes serving pastry and coffee, and people come not merely to eat, but to linger and amuse themselves as best they can.

Although the Mexican coin slot is adjusted to the ten-cent piece (Mexican) which has a current value of a trifle more than two cents in American money, increased volume makes the Mexican locations just as prosperous as those in the States. The Mexicans love music, and wherever there is a machine it is in almost constant use. Although American music is quite popular, Mexican music holds first place.

Unlike in the States, any ordinary restaurant in Mexico, even the cheapest hash-house, is an excellent location for a coin phonograph due to the intense love the Mexicans have for music. I have seen a low-class Mexican go into a cheap little restaurant and spend fifty centavos for a dish of tacos and beans, and another fifty centavos for music. The music is as important to him as his food.

Automatic vending machines are virtually unknown in the Mexican capitol and the need for them is overwhelming. For instance, most of the large office buildings here—and there are many of them—have no lobby cigar stores, as is the case in the States. To buy candy, gum, peanuts or cigarettes, the occupants of the building must frequently walk two or three blocks to the nearest store. Obviously they would respond with enthusiasm to the operation of automatic vendors of these commodities right at hand.

For blocks, along some of the principle downtown streets in Mexico City, there are no tobacco stores, or any other place where cigarettes may be purchased. The traffic along these streets is enormous, and there are countless ideal locations for vending machines which can be placed right on the sidewalk by the merchant handling the location, and taken inside at night. The weather is ideal ten months of the year. Such principal business streets as San Juan de Letran, Cinco de Mayo, and Francisco Madero are wide open for exploitation.

Still another advantage for the automatic vendor of any type in Mexico is the fact that although the city never seems to sleep, the stores close up tight in the early evening, and thereafter you may have to walk six or seven blocks to find a place that will sell you cigarettes, such as a cafe, and by no means all cafes and restaurants handle

them. There are hundreds of ideal restaurant locations available for cigarette machines.

Mexico has hundreds of small hotels, and few of them sell stamps. To buy a stamp, you have to go to the nearest post office, which may be a mile distant. Stamp machines placed in these hotels, will do a steady business. And here again we find an excellent opportunity for cigarettes, because few of the hotels handle them at all.

The candy situation is equally promising, because in a large number of instances the places that sell tobacco do not sell candy. The drug stores rarely sell it. Yet Mexicans love candy and buy it in enormous quantities. They simply have not yet been made acquainted with the marvel of automatic salesmen.

Pin-ball games are to be found in many of the bars and cantinas, but some of the most perfect locations in the city are as yet wide open. The pin-ball games make money wherever they are situated here as the Mexicans like them. The penny arcade at Chapultepec Park does a land-office business seven days a week.

Typical of the entire situation is the fact that there are no dime lockers at the main bus station here; nor is there a regular check room. If you want to check your baggage, you leave it with the man at the information desk or ticket window who will keep it for you as a personal favor; no checks are issued.

This lack of development in the coin machine field is not due to any reason save

that Mexico City has only recently become a modern, thriving metropolis and has not yet caught up with itself. The city has grown so rapidly that its electricity production facilities have been outgrown, and half the street lights are not in use to save current, until new electric plants can be established.

Nor is there any lack of prosperity. Last year, for instance, one million dollars worth of American radios were sold in Mexico, and the great majority of cars you see on the streets are not Fords or Chevrolets, but Buicks and Cadillacs. Mexico is very prosperous just now, in spite of the comparatively low standard of living of the bulk of the people.

You can scotch the idea that coin machines are not safe in Mexico because of thievery. There is no more thievery in Mexico than there is in the United States—perhaps less. Merchandise is openly displayed on sidewalks, and the percentage of thefts is negligible.

Mexico City is as modern as New York, in most respects.

One advantage in the cigarette business is that no license is required, and the taxes on cigarettes are extremely low, and the profits high.

Weighing scales have proved popular in Mexico, but here again, some of the most ideal locations haven't been touched.

The coin machine industry in Mexico is in its infancy, and it is growing like a mushroom, now that the Mexicans have discovered the benefits and advantages of this type of merchandising and amusement. If you are looking for new fields to conquer, check up on conditions South of the Border and you may find the ideal answer to your prayers! ♦

Word to the Wise

LOS ANGELES—L. A. Zeigler, local insurance broker who does quite a business among the coin machine fraternity, reports that recently a man (not a client of his) dropped a nickel in a phonograph, turned, slipped, fell and broke a leg. An insurance company paid him \$4512.16. Asked what record he had selected, he replied: "I've Got a Feeling I'm Falling!" ♦

COIN
MACHINE
REVIEW

45

FOR
MAY
1941

PACKARD (PLA-MOR)

SELECTIVE REMOTE CONTROL

The Acme of Perfection In Remote Control Because—

- It has a ROTOR SELECTOR with ratchet control that gives positive selection.
- It is equipped with 2½" SELECTOR KNOBS—which give players a firmer and easier grip in making a selection.
- There are the FAMOUS PACKARD Self-Cleaning Wiper Contacts on the Adapters—A BOON TO SERVICE MEN!
- It has a long bearing shank on the rejection button—a feature that eliminates sticking of rejection pin, eliminates service calls.
- Small, compact size—Smallest 24-Record Selective Remote Control on the market.
- It has less than 3 light bulbs—operates on a minimum of current.

Dozens of other EXCLUSIVE FEATURES.
Get the whole story right NOW ! ! ! !

OSBORN DISTRIBUTING COMPANY

545 Second Street

SAN FRANCISCO, CALIFORNIA

Sutter 3983

Read What Leading Operators and Owners Say About **BUCKLEY WALL BOXES** No Advertisement We Could Write Would Offer You Such Convincing Proof As These Comments!



11 Buckley Box installation in Yum-Yum Barbecue, Portland, Oregon. Operator: Otis Anderson.



13 Buckley Box installation in Clarence Greenhouse Cafe, Venice, California. Operator: Wm. Levenhagen.



Buckley installation in Del's Donut Shop, San Francisco, California. Operator: Johnny Ellis.

BANFIELD and HECKER, owners Halfway House, Seattle-Tacoma Highway

—"We want you to know that after using various types of wall boxes, Buckley Boxes are by far the most satisfactory in every respect. We have tried three other leading makes of coin boxes and had so much difficulty with them mechanically, that our receipts dropped off 40% a month. Within three weeks after installing Buckley, our receipts increased sufficiently to cover the 40% loss, and will undoubtedly continue to increase. Since installation, we have had only one service call as against constant calls on the other boxes."

OTIS ANDERSON, Operator, Portland, Ore.

—"Without doubt, Buckley is the answer to an operator's prayer. We have just installed our 12th Buckley installation and are pulling the rest of our old 'clunks' as rapidly as possible and converting them to Buckley. Buckley has made it possible for us to be free from the yearly factory ballyhoo about new models and has increased our gross on spots that formerly ran \$8 to \$10 up to \$25 and \$30. It has been a pleasure to do business with you."

R. C. EASTMAN, owner, Del's Donut Shop, San Francisco, California

—"I am writing to let you know how satisfied we are with the Buckley Music System in my restaurant. We are getting an excellent play and our commission from these Boxes is now a very appreciable amount. Also, they are a great convenience to our customers, and their beautiful lighting effect adds just the right touch to our establishment."

WM. LEVENHAGEN, Operator, Los Angeles, California

—"We have just completed our installation of 13 new Buckley Boxes in the Clarence Greenhouse Cafe at Venice. Any operator who hesitates about putting in Buckley in place of his old phonographs is passing up double or triple the revenue he might be getting. Thank you for putting me wise to Buckley."

SEE THE NEW BUCKLEY LINE AT YOUR NEAREST DISTRIBUTOR

Your present phonograph equipment, regardless of age, make or model, may easily be converted into Buckley installations. Illuminated with brilliant Lumalite Fluted Panels, absolutely "cheat-proof", 12, 16, 20, 24 and 30-record play. Low installation cost.

See Your Distributor, Today!

WILLIAM CORCORAN

Pacific Coast District Sales Manager for Buckley Music System

c/o General Music Company, Bud Parr, Owner

1157 Post Street, San Francisco

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

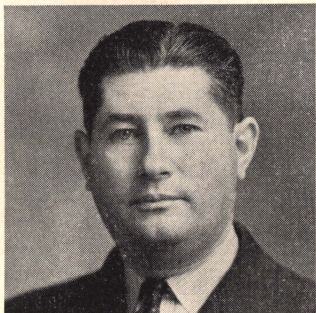
COIN
MACHINE
REVIEW

46

FOR
MAY
1941

Meet Your Buckley Music System Distributor!

Let him show you how to DOUBLE and TRIPLE your profits



SAM KINGSTON
Metro Music Company
280 Golden Gate Ave., San Francisco



MEL BAER
Baer Music Company
850 East 14th St. Oakland, Calif.



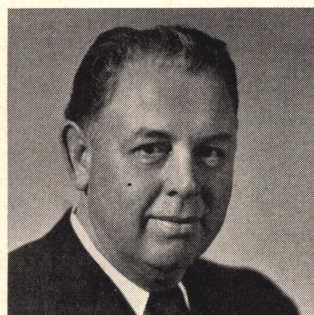
AUBREY V. STEMLER
Northwest Field Representative
807 S.W. 16th Ave., Portland Oregon



SYBIL STARK, Manager
Heberling Bros.
106 Elliott Ave., Seattle, Wash.



WILLIAM CORCORAN
Pacific Coast
District Sales Manager
927 Larkin Street
San Francisco

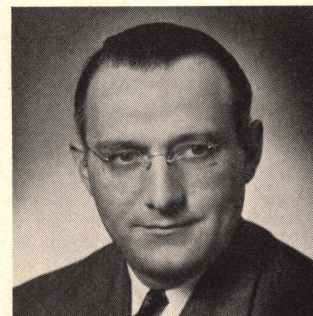


JOE H. BAKER
154 N. First St. Fresno, Calif.

Now On Display At All
Distributors
**1941 BUCKLEY WALL
and COUNTER BOXES**
IMMEDIATE DELIVERY
Also, see Buckley's new 1941
accessories for all makes and
models



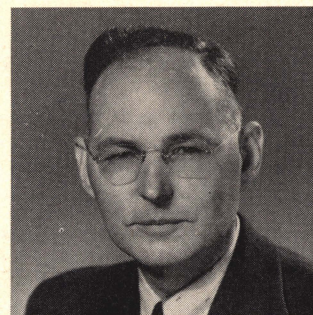
BUD PARR
General Music Company
2277 West Pico Blvd. Los Angeles



CHARLES A. ROBINSON
1911 West Pico Blvd. Los Angeles



D. B. SCOTTO
919 Tenth St. Sacramento, Calif.



HAROLD C. PLOENSE
807 S.W. 16th Ave., Portland, Oregon

COIN
MACHINE
REVIEW

47

FOR
MAY
1941

Pacific Northwest

(Continued from page 44)

ture's outdoor wonders." But before making tracks for Vacationland he became interested in cigarette machines. His enthusiasm in this new enterprise surged to such heights, that ere he had drawn a deep breath, he found himself operating a far-flung route. Last month Bert sold the second route to Sterling Tobacco Co.

"Now for a vacation!" he declared. And this time he wasn't pulling the punches. He contacted Don Jones, a one-time operator of diggers and cigarette machines, and the two journeyed to the Apple Blossom Festival at Wenatchee. Don, since graduating from the coin game, had become an instructor in the civilian air corps. He chartered a private plane and swooped and spun while Bert got the thrill of a lifetime. "What a vacation!" chortled Bert.

On April 22, the two bade farewell, Bert returning to Seattle, and Don to Spokane. The next day, while in the company of a student, Don's army plane crashed and both instructor and pupil were killed.

It will be a long time before Bert Farmer will be able to look a propeller in the face without flinching.

Heberling Bros. conducted a raid on the employment agencies last month and added no less than three new men to their force. Step up, boys, and let's acquaint you with the REVIEW's happy family. First, there's Al Sebastian, who will be right hand man to Service Ace Harry Bannister. Al has just completed a three year stay in Sitka, Alaska, where he worked as a taxicab driver. "Jeepers," says Al, "after riding on Sitka's 10 miles of one-way roads for a couple of years, it's kind of hard to believe there is such a thing as a four-lane highway."

Next in the Heberling lineup is Marvin Pickette, No. 1 helper to Rudy Peterson. Marv's duties are that of weight-tester. Every time Rudy sits down or climbs a ladder; in fact every time he plants his 275-pounds on any weight-resisting object,

Marv precedes his broad-beamed boss and conducts a systematic check to see that existing facilities will not collapse.

Bringing up the rear in the Heberling brigade is Sune Anderson, who has been delegated to the firm's service department.

COININGS ON THE CUFF—This column is going to press in a nip-and-tuck race with Brother Stork, who will be trying to land a five-star-final on the doorstep of Andy Diamond, the Keeney wall box specialist at Western Distributors . . . Dick Robinson is circulating on the Row with a broken thumb. . . Irving Stept returned from New York in a '41 Cadillac he annexed at the factory.

It must have been a good fight while it

lasted—Mrs. Ron Pepple was seen sporting a new front gold tooth last month. . . . Charley Michael, the enterprising operator from Bellevue, Wash., has expanded his operations by adding Doug Brandt, ex-Al Gustafson service man. Charley has also increased his non-coin machine interests by buying a part ownership in the Chief Seattle Awning Company, right in the heart of the Row.

Puget Sound Novelty reports a sizzling hot reception for Evans' Tommy Gun, which is blasting its way to heavy sales volume. . . . Al Gross turned in his Jack Moore paraphernalia, walked next door, and put on the duds of George Schnabel. Asked for an explanation of his actions, Al replied: "Well, Jack Moore turns out top-notch shipping clerks and George Schnabel specializes in mechanics. I'm making this change just to make sure that the next high-class mechanic George graduates will be me."

Sammy Thomas' fingernails are gone, but there is a wide smile plastered on his phizz, for on April 8, Cecilia Bernadine, 9-lb. of femininity, hit the jackpot at a local hospital. ♦

PACKARD (PLA-MOR)

SELECTIVE REMOTE CONTROL

**The Music System Designed for
Every Type of Location!**

Look At These Features:

- Select from either side by turning red knobs.
- Select direct from the titles—all selections on drum selector. Beautiful indirect lighting.
- Easy, fast title slip changes—insert in holder—drum is not removed.
- Installation as permanent as wiring in home—reduces service calls—no refund claims—interchangeable housing (front covers).

Get All the Facts TODAY!

W. H. SMITH

1056 Chehalis Ave.

Chehalis, Washington

Don't Delay Another Day!

Investigate the

PACKARD (PLA-MOR)

SELECTIVE REMOTE CONTROL

The ONLY Bar and Wall Box—

- That has play-appeal, the real spinning action that gets more money.
- That has "DUAL ACTION" in a booth, a customer's convenience never before achieved in a booth box.
- Where it is NOT necessary to remove a title-strip holder to insert the title strips. Speeds up program changes.
- That eliminates one-third the ordinary time delay in selecting piece to be played.
- That has PHOSPHORUS BRONZE . . . Self-Cleaning Commutator Switch.
- That has \$17.50 Cash Box Capacity.

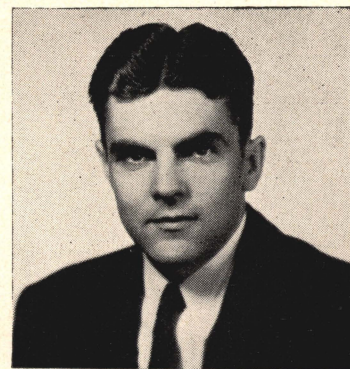
—and many, many more EXCLUSIVE FEATURES.
Let us give you the complete facts!

HART MUSIC COMPANY

3140 Elliott Avenue

SEATTLE

WASHINGTON



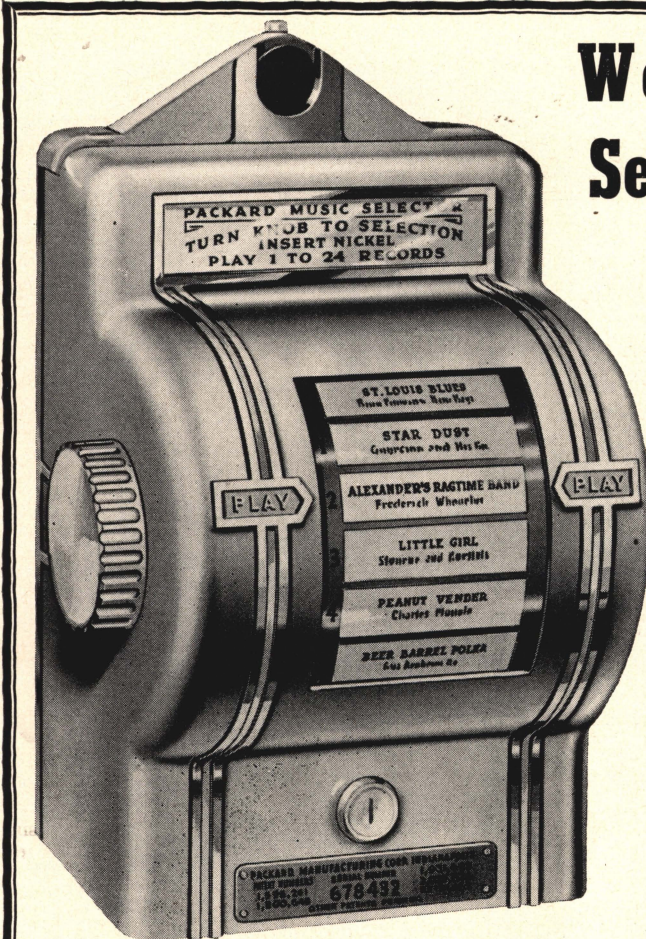
Ed Wisler, District Manager for Packard Pla-Mor products in Southern Nevada, Arizona and New Mexico makes his headquarters at the Adams Hotel in Phoenix, Arizona.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

48

FOR
MAY
1941



We're Ready With A Service That Needs No Alibis!

We are now prepared to give your music problems **INDIVIDUAL ATTENTION . . .** Expert Service . . . installation by capable experienced men . . . and **PLA-MOR** Equipment on terms if desired.

We shall endeavor to carry a complete stock of Packard **PLA-MOR** Products on hand for immediate delivery.

We invite you to visit our new Service Department and get estimates on all types of service and installation work.

STANLEY TURNER, Service Manager.

ALPHA DISTRIBUTING COMPANY

1025 N. Highland Ave.
HOLLYWOOD, CALIFORNIA
Phone: GRanite 4148

COIN
MACHINE
REVIEW

49

FOR
MAY
1941

PHILADELPHIA

Covered By
HARRY BORTNICK

PHILADELPHIA (RC) — Biggest local event of the year was the highly-enjoyable and carefully-arranged fourth annual banquet of the Phonograph Operators of East-

ern Pennsylvania and New Jersey at the Club Bali in Philadelphia, Sunday, April 20.

Several hundred operators and their friends attended the event which included a fine presentation of musical and variety entertainment featuring the entire chorus and floor show of both Club Bali and the Little Rathskeller. Civic leaders, as well as industry prominents, were present to ex-

tend greetings and good wishes in response to the fine welcome of Association President Charles W. Young and the introductions by Business Manager Frank Hammond and Banquet and Entertainment Chairman Arthur Pockrass.

Among the guests were: James A. Gilmore, C.M.I. secretary; R. J. Rettke, M. O. Gerett Corp.; Homer E. Capehart and Rudy Greenbaum, Packard Mfg. Corp.; Jack Nelson and Cliff Bailie, Rock-Ola; Sam Kresberg, J. P. Seeburg Corp.; Ken Shyvers, Shyvers & Shyvers; E. C. Steffens and Sherman Pate, Permo Products Corp.; Larry Lippitt, Dura-Test Corp.; Doc Eaton, Barnet Sugarman and William Blatt, Buckley Music System, Inc.; Archie Berger, Bally Mfg. Co.; and Jack Williams, W. W. Early and Herbert Handler, RCA Mfg. Co., Inc.

The always-phenomenal career of Eddie Heller jumped again during April. Tracing his steps through stock boy to operator sales representative to head of record sales and advertising manager, Heller has now been named promotion manager for Abe Lyman's orchestra with a permanent assignment to contact all music operators, music associations and record distributors in the country on behalf of Lyman's recordings. Heller's roving assignment is the first such chore assigned by any handsman in the promotion of greater use of recordings by operators.

Arthur Pockrass reports his Universal Amusement Co. continues busy shipping out new consignments of Buckley Music Systems so that he rarely has a chance to enjoy the music pouring forth from the installations.

Maurice Finkel, High-Point Amusement Co. owner, has found a unique method to

Turn Page



Packard Pla-Mor remote control equipment harmonizes with furnishings and surroundings of any type location. The above picture shows a Packard Pla-Mor remote control installation in the Riviera, Spokane, Washington. This establishment is furnished in pine, and the Packard installation harmonizes perfectly.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

test possibilities of new discs. Every week he rounds up the chums of daughter Chickie and in his home plays the entire group of new waxings for them. Rarely have their future-hit selections failed, and frequently he has discovered hits before other music-men in the territory.

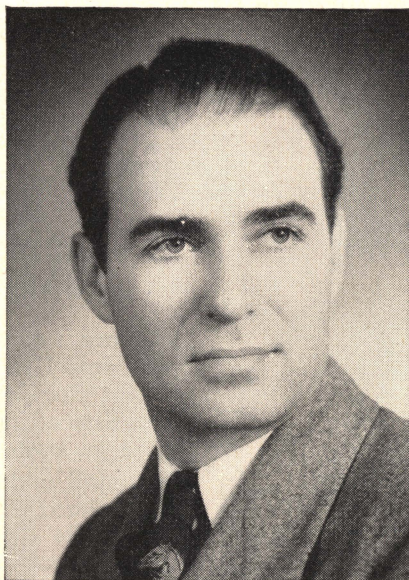
A new coin machine organization was formed in southern New Jersey in April with the purpose of continuing the principles originated by the now-defunct South Jersey Amusement Association. A score of amusement men met at the Walt Whitman Hotel for the first conference called by Jules Obus, Camden operator, whom the group named temporary president. An important part of the new Association's activity will consist of regular discussions with city authorities on best means of complying with legal and licensing regulations. To expedite this, Obus named a special committee consisting of Daniel Glickman, Manhattan Novelty Co.; Martin Leavitt, Garden State Amusement Co.; and L. M. Spector. B. B. Brown was appointed counselor for the group whose name has yet to be set officially.

Banner Amusement Co. has been appointed Pennsylvania distributor for Scientific Machine Corp.'s new baseball game, Batting Practice.

Elliott Wexler of Motor Parts Co., recently named sales promotion manager for the Columbia and Okeh record distributor, pulled the season's smartest stunt by having beer distributors plug tavern placement of the disc titled "Let's Have Another Beer."

Draftees: George Jones of Young's Music, Easton, Pa., and Dave Kauffman, head mechanic at Al Rodstein's Arco Sales Co. Latter left May 9.

Bill Rodstein has the whole local indus-



H. R. Smith, Packard District Manager for the Rocky Mountain territory, whose experience in the coin-controlled music field dates back a long ways, has been successful in closing every county in his district with Jobbers and Distributors for the complete Packard line.

try ahum over his new secret enterprise due to open next door to the Hot-Shop at Broad and Godfrey Streets. Neither an arcade nor a jitterbug joint, the place was definitely due to utilize all styles of amusement equipment.

Meantime Al Rodstein is all a-twitter,

awaiting his momentarily-expected first-born. Some soothing is found in his ability to survey a new spot at 802 North Broad Street, which is much larger than his old office.

Atlas Distributing Co. has opened headquarters in the heart of coin machine row. Tippy Klein and Sam Weinstein, partners in the Packard distributorship, played host to several hundred operators who were entertained during opening festivities by leading entertainers from local niteries.

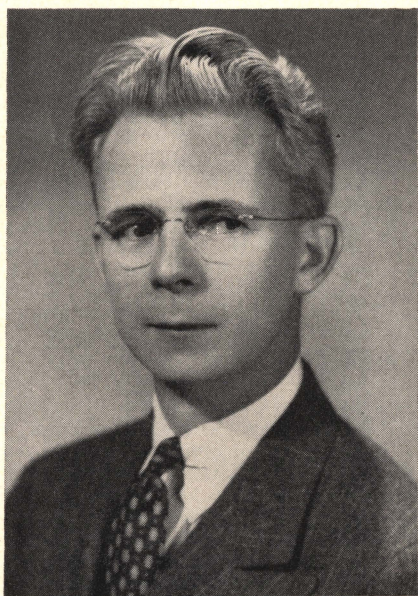
Blessed events: Mort Lowenthal, a boy; Bernard Cohn, Amusement Machine counselor, a grandson; Joe Driben and Max Brown, babies whose sex has not been reported.

Local amusement men are wishing a quick recovery for Harry Wexblatt, the Association's associate legal advisor.

Concluding her work at a professional school, Max Bushwick's wife has opened an office to practice optometry. ♦

Correction

Omission of one of the most important factors in the recent initiative in securing fair treatment of the interests of California phonograph operators is sincerely regretted. To the list of "State groups meeting on legislation" reported on page 18 of the April issue there should be added the Automatic Music Merchants Association, Inc. of San Francisco, whose secretary-manager, R. Spencer, also enlisted the cooperation of the Restaurant Association of California, The California Federated Institute, The Tavern Owners Association of San Francisco, I.B.E.W. Local Union 202 of San Francisco, and the Bank of America, among others. ♦



BACK HOME and Ready With Real Capehart Service!!

I am happy to announce that I am now back at my old home port at 1025 North Highland Avenue in Hollywood and am anxious and eager to give you the very best service I can on your music problems.

My record of service at this location for the five years prior to June 15, 1940, speaks for itself. Today the Packard Pla-Mor Service Shop is better equipped and capable of rendering better service than you ever thought possible.

We shall specialize in Sound Engineering, Amplifier and Pick-up work, installations of Remote Controls and all phases of music operations.

We shall be very happy to be of service to you and anxiously await an opportunity to serve you.

STANLEY TURNER.

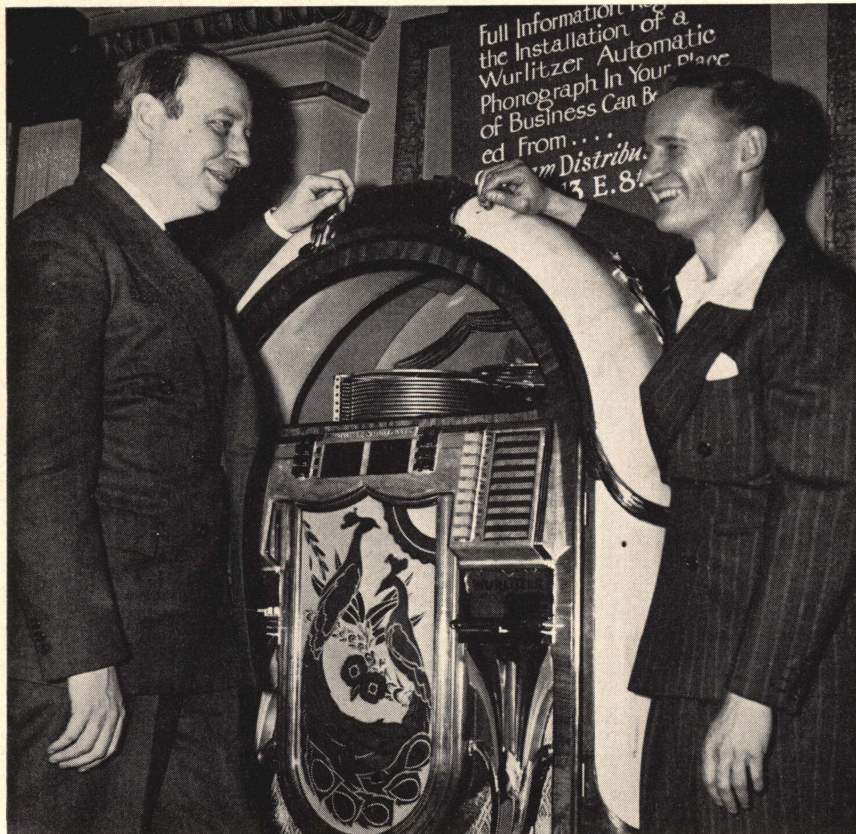
PACKARD PLA-MOR SERVICE

STANLEY TURNER, Manager

1025 N. Highland Ave.

GRanite 4148

Hollywood, California



Frank McNichols of Graham Distributing Company, Cincinnati, and Sammy Kaye pose beside a Wurlitzer 850 displayed in the Shubert Theater lobby in Cincinnati.

Novel Wurlitzer Promotion Hitting Public Consciousness Full Force

The past year has seen millions of pleasure-seeking Americans brought face-to-face—as never before—with the unique entertainment value of automatic phonograph music. Displayed in scores of leading theater lobbies, new 24-record Wurlitzers—tied in with top-flight band appearances—have hit public consciousness full force.

Band leaders, theater managers and phonograph operators agree that the tie-in is a "natural." The millions who are attracted to Name Band engagements in theaters, are also the best prospects for location phonograph play. Wherever arranged, Wurlitzer lobby installations boost band interest, and play steps up in all locations in the vicinity where phonographs have been supplied with recordings by the appearing orchestra.

The plan of supplying each phonograph with the most popular records of the particular band, guarantees this increased play. Having heard a famous Name Band locally, the music-minded public jumps at the chance to listen to numbers recorded by the same orchestra. What better opportunity than through automatic phonographs at favorite locations!

Realizing this opportunity to give the public what it wants, smart operators of Wurlitzer Phonographs have taken advantage of free Name Band stickers supplied through the Wurlitzer Company's North Tonawanda offices. When these stickers are

attached to visible record-changer windows, patrons' attention is focused on the particular band numbers they are eager to hear.

Nearly all "big name" bands of national prominence are cooperating in the Wurlitzer tie-in. This identity with outstanding figures in the musical world has done and is doing much to build prestige for the entire automatic phonograph industry. The program throws a spotlight on the logical connection between these bands themselves and phonographs—the most popular outlet for their music.

Wurlitzer Music Merchants in the vicinity of theater appearances have also reported worthwhile location leads, through the Wurlitzer Distributor making the lobby display. Such inquiries are encouraged by the placing of a sign near the phonograph, which tells where and how to arrange for an installation.

As Wurlitzer Music Merchants are notified in advance of band engagements, they simply request a supply of stickers for display on their phonographs. Stickers, imprinted with all details about the appearance, are then sent out from Wurlitzer.

Increased play—stimulated by local publicity and enthusiasm—is claimed by operators to continue for weeks after the band has played its engagement. "Why not," they ask—"after thousands of theatergoers have naturally taken a particular interest in the orchestra after hearing it locally?" ♦

Fooled Him!

New York—Joe Reichman, the Victor Record pianist-leader, 10 years ago was told by his doctor that in six months he would be dead. Reichman, a lawyer in St. Louis at the time, decided he'd die happy so he organized a band because music was his biggest enjoyment.

Not long ago Reichman received word that his doctor had died.


COIN
MACHINE
REVIEW

51
FOR
MAY
1941

"THE HEIDT of Entertainment"

HORACE HEIDT

and his Orchestra



ON THIS **WURLITZER** PHONOGRAPH

SEE AND HEAR HIM

IN PERSON

Typical orchestra tie-in sticker which is attached to Visible Record-Changer Window on Wurlitzer Phonographs.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

-RECORDS-

KEY TO RATING
 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS
 FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 3★ 11130 Larry Clinton
THE NIGHT WE MET IN HONOLULU (FT VC)
SMILES (FT VC)
- 4★ 11129 Vaughn Monroe
PAGLIACCI-VESTI LA GIUBBA (Orch V)
SOMEWHERE IN ENGLAND (FT VC)
- 3★ 11128 Mart Kenney
LOVE AT LAST (FT VC)
THERE'LL COME ANOTHER DAY (FT VC)
- 3★ 11127 Tony Pastor
MARIA ELENA (FT VC)
MADE UP MY MIND (FT VC)
- 3★ 11126 Earl Hines
JERSEY BOUNCE (FT)
SALLY, WON'T YOU COME BACK (FT VC)
- 3★ 11125 Joan Merrill
I WENT OUT OF MY WAY (V)
SUMMERTIME (V)
- 3★ 11124 Sonny Dunham
MIGHTY LAK' A ROSE (FT)
I UNDERSTAND (FT VC)
- 4★ 11123 Freddy Martin
INTERMEZZO (FT VC)
NICE DREAMIN' BABY (FT VC)

- 3★ 11122 Four King Sisters
I UNDERSTAND (FT VC)
MY SISTER AND I (V)
- 3★ 11121 Art Kassel
DOG HOUSE POLKA (FT VC)
LULLABY LAND (W VC)
- 3★ 11120 Una Mae Carlisle
IT'S SAD, BUT TRUE (FT VC)
BLITZKRIEG BABY (FT VC)
- 4★ 11119 Tony Pastor
COPLEY SQUARE (FT)
BRAGGIN' (FT VC)
- 3★ 11118 Mitchell Ayres
MINNIE FROM TRINIDAD (FT VC)
SCHOTTISCHE AT SUNRISE (FT)
- 2★ 11117 Johnny Hodges
THAT'S THE BLUES OLD MAN (FT)
QUEEN BESS (FT)
- 2★ 11116 Freddy Martin
DO YOU BELIEVE IN FAIRY TALES? (FT VC)
BENEATH THE LIGHTS OF HOME (FT VC)
- 3★ 11115 "Fats" Waller
LET'S GET AWAY FROM IT ALL (FT VC)
I WANNA HEAR SWING SONGS (FT VC)
- 3★ 11111 Charlie Barnet
HARMONY HAVEN (FT VC)
BLUE JUICE (FT)

1 TO 11, 20CEA. - 12 TO 99, 18C EA. - 100 UP, 16C EA.

*2000 plays for half
the price*

Miracle Point Needles

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

- 4★ 11110 Glenn Miller
THE ONE I LOVE (FT V)
SUN VALLEY JUMP (FT)
- 3★ 11107 Wingie Manone
STOP THE WAR (FT VC)
MAMA'S GONE, GOOD-BYE (FT VC)
- 2★ 11102 "Fats" Waller
ALL THAT MEAT AND NO POTATOES (FT VC)
BUCKIN' THE DICE (FT VC)

DECCA

- 3★ 8543 Erskine Butterfield
MONDAY'S WASH (Instr FT)
BLACKBERRY JAM (Instr FT)
- 3★ 5937 Red Foley
I'LL BE BACK IN A YEAR (V)
WHERE THE MOUNTAINS MEET THE MOON (V)
- 2★ 5936 Red Foley
BE HONEST WITH ME (V)
RIDIN' ON A RAINBOW (V)
- 4★ 3726 Lawrence Welk
CLARINET POLKA (Polka)
CANADIAN CAPERS (Instr FT)
- 3★ 3725 Lawrence Welk
FRIENDLY TAVERN POLKA (FT VC)
YOU ARE MY SUNSHINE (FT VC)
- 3★ 3724 Jan Savitt
JOLLY PETE (Instr FT)
BY HECK (Instr FT)

(Turn to page 54)

COIN
MACHINE
REVIEW

52

FOR
MAY
1941

ONLY GENUINE
PERMO POINT
 NEEDLES SERVE
 YOU BEST

The Heart Beat of Your Phonograph

PERMO
POINT

"The Needle That Is Kind to Your Records"

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
 620 Memorial Dr., Cambridge

MILWAUKEE, WIS.

Taylor Electric Co.
 112 North Broadway

NEWARK, N. J.

Krich-Radisco, Inc.
 422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
 460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
 32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
 1519 "L" St., N.W.
 202 S. Pulaski St., Baltimore, Md.

It Pays to Use
**VICTOR and
 BLUEBIRD
 RECORDS**

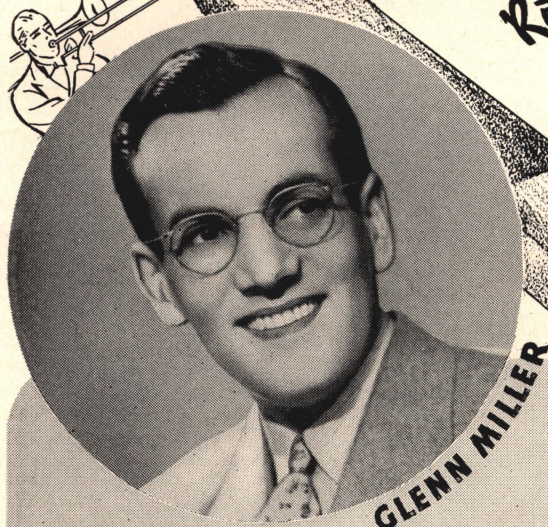


Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Name Bands...Famed Bands...**"PLAYED" Bands** are on
VICTOR and BLUEBIRD RECORDS

The Music MAGNETS

Keep
Machines
Rotating
and
Coins
Rolling in



GLENN MILLER



ARTIE SHAW

"Style Makes The Stars" might be the motto of all the top ranking bandmen on Victor and Bluebird Records. Give a tune the benefit of Glenn Miller's styling—or Artie Shaw's, or Tommy Dorsey's—and it climbs right up in the hit class. Keep this matter of style in mind when you're selecting your new numbers. It's the stock-in-trade of the Victor-Bluebird music magnets—the big name bands that make more money in your machine.

For up-to-the-minute information on the latest Victor and Bluebird hits, read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list... Order RCA Victor Permo-Point Needles from your RCA Victor distributor today... In Canada, contact RCA Victor Company, Ltd., Montreal... Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Manufacturing Company, Inc.



VICTOR RECORDS 50¢ Each, List Price

- 27405 Moonglow—Artie Shaw and his Orchestra... My Blue Heaven
Artie Shaw and his Gramercy 5—
- 27382 *We Go Well Together... Horizon
Jan Savitt and his Top Hatters
- 27391 *Daddy... *Two Hearts That Pass in the Night
Swing and Sway with Sammy Kaye
- 27392 *I Love It So... *You Betcha My Life—Tommy Dorsey
- 27393 *It's Sad, But True... Variations in G—Joe Reichman
- 27373 *Worried Mind... *A Broken Melody—Wayne King

BLUEBIRD RECORDS 35¢ Each, List Price

- B-11132 Blue Danube... *A Rendezvous in Rio
Teddy Powell
- B-11135 The Spirit is Willing... *The Air Minded Executive
Glenn Miller
- B-11124 Mighty Lak' a Rose... *I Understand
Sonny Dunham
- B-11127 *Maria Elena... *Made Up My Mind—Tony Pastor
- B-11146 *What Word is Sweeter Than Sweetheart... *Yours
Vaughn Monroe
- *Vocal Refrain



More plays per day with **VICTOR and BLUEBIRD RECORDS**

RCA Manufacturing Company, Inc., Camden, New Jersey

A Service of the
Radio Corporation
of America

COIN
MACHINE
REVIEW

53

FOR
MAY
1941

Get in the Money with Music's Big Money- makers

LEO J. MEYBERG CO.

**LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street**



LEADING THE "PARADE"

VICTOR

- 27349—Amapola
Sammy Kaye
- 27360—Wise Old Owl
Joe Reichman
- 26244—There'll Be Some Changes Made
Bunny Berigan
BLUEBIRD
- 11108—Amapola
Alvino Rey
- 11089—Wise Old Owl
Teddy Powell
- 11025—There'll Be Some Changes Made
Vaughn Monroe
- 10322—There'll Be Some Changes Made
"Fats" Waller

- 2★ 3723 Dick Kuhn
WILD FLOWER (FT VC)
BAMBALINA (FT VC)
- 3★ 3722 Guy Lombardo
THE LAST ROUND-UP (FT VC)
MOONLIGHT AND ROSES (Instr FT)
- 3★ 3721 Jimmy Dorsey
AU REET (FT VC)
MAN, THAT'S GROOVY (FT VC)
- 4★ 3720 Ink Spots
THAT'S WHEN YOUR HEARTACHES BEGIN
(V)
WHAT GOOD WOULD IT DO? (V)
- 3★ 3719 The Jesters
REPASZ BAND (V FT)
MAGUIRE'S MUSKETEERS (V FT)
- 4★ 3699 Guy Lombardo
LET'S DREAM THIS ONE OUT (FT VC)
NUMBER TEN LULLABY LANE (FT VC)
- 5★ 8542 Delta Rhythm Boys
MY IMAGINARY LOVE (V)
BY BLUE HEAVEN (V)
- 2★ 8541 King Cole Trio
EARLY MORNING BLUES (Instr)
BABS (FT VC)
- 2★ 5935 Christine & The Rangers
A MESSAGE FROM HOME (Instr V)
WHISPERING FRIENDS (Instr V)
- 3★ 5934 Pete Cassell
I KNOW WHAT IT MEANS TO BE LONE-
SOME (V)
WHY DON'T YOU COME BACK TO ME?
(V)
- 2★ 5932 Red Foley
IT MAKES NO NEVER MIND (V)
MONTANA MOON (V)
- 3★ 3716 Dick Robertson
THE FARMER IN THE DELL (V)
MARY HAD A LITTLE LAMB (V)
- 3★ 3715 Joe Marsala
SLOW DOWN (Instr FT)
BULL'S EYE (Instr FT)
- 3★ 3714 Terry Shand
I'VE BEEN WORKING ON THE RAILROAD
(FT VC)
CASEY JONES (FT VC)

- 4★ 3713 Guy Lombardo
I'LL SEE YOU IN MY DREAMS (FT VC)
GOOD NIGHT SWEETHEART (FT VC)
- 3★ 3712 Woody Herman
CHLO-E (FT VC)
LET'S GET AWAY FROM IT ALL (FT VC)
- 3★ 3711 Jimmy Dorsey
LA ROSITA (Instr. FT)
MINNIE FROM TRINIDAD (FT VC)
- 4★ 3710 Jimmy Dorsey
MY SISTER & I (FT VC)
IN THE HUSH OF THE NIGHT (FT VC)

VICTOR

- 3★ 27393 Joe Reichman
IT'S SAD, BUT TRUE (FT VC)
VARIATIONS IN G (FT VC)
- 4★ 27391 Sammy Kaye
DADDY (FT VC)
TWO HEARTS THAT PASS IN THE NIGHT
(FT VC)
- 3★ 27382 Jan Savitt
WE GO WELL TOGETHER (FT VC)
HORIZON (FT)
- 3★ 2160 John Charles Thomas
BLUEBIRD OF HAPPINESS (V)
THE LAST TIME I SAW PARIS (V)
- 3★ 27390 Lanny Ross
AVE MARIA (V)
MOTHER'S DAY SONG (V)
- 3★ 27386 Sidney Bechet
BABY WON'T YOU PLEASE COME HOME
(FT)
COAL BLACK SHINE (FT)
- 3★ 27385 Artie Shaw
WHO'S EXCITED? (FT)
ALONE TOGETHER (FT)
- 3★ 27384 Enric Madriguera
BIM BAM BUM (Conga - VC)
AT THE MARDI GRAS (Bolero - VC)
- 3★ 27383 Leo Reisman
CHICA CHICA BOOM CHIC (N VC)
THEY MET IN RIO (T VC)
- 3★ 27381 Sammy Kaye
FRIENDLY TAVERN POLKA (FT VC)
HAWAIIAN SUNSET (FT VC)

COIN
MACHINE
REVIEW

54

FOR
MAY
1941

Display of the RCA Manufacturing Company at the Northwest Operators Show and Convention in Minneapolis, March 25th and 26th. Left to right: W. C. Johnson, Sales Manager for the F. C. Hayner Co., Minneapolis distributor of Victor-Bluebird records; Joe Reichman, one of Victor's newest artists whose "Wise Old Owl" is knocking 'em over; and Harold Knapp, of RCA Victor.



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

- 3★ 27379 Lanny Ross
THE NIGHT WE MET IN HONOLULU (V)
SOMEWHERE IN ENGLAND (V)
- 3★ 27378 Joe Reichman
IT WAS WONDERFUL THEN (FT VC)
HEY! STOP KISSIN' MY SISTER (FT VC)

Father At Age Of Twelve

CHICAGO — Back in 1929, Permo Point Needles little dreamed of welcoming a bright baby in 1941! But that's just what happened — and the new arrival has been christened Permo Pointers.

Permo Pointers is a smart, little publication which has made its first appearance representing the Permo Products Corporation of this city. The first Permo Point Needle was presented early in the year of 1929 as the needle with the patented elliptical point which makes 2,000 perfect plays, a revolutionary change in the Coin-Operated Phonograph field.

Getting back to the new child, the family responsible for Permo Pointers is as follows: Arthur J. "Art" Olsen, president; E. C. "Gene" Steffens, vice-president and advertising director; Sherman Pate, sales manager; Dr. W. H. Falck, metallurgical director; Margaret Arnold, secretary and office manager; Henry L. Imelmann, plant superintendent; Fred Williamson, sales engineer; Madge Gehring, card and shipping department manager; Ray Peterson, sound engineer and chief inspector; Edward Crowley, sales representative; Fred Hummel, sales representative. ♦



**IF IT'S A HIT —
THESE DEALERS HAVE IT
BY THE BEST BANDS IN
THE BUSINESS!**

**—CHARLOTTE, N. C.—
SOUTHERN BEARINGS & PARTS CO
315 No. College St.**

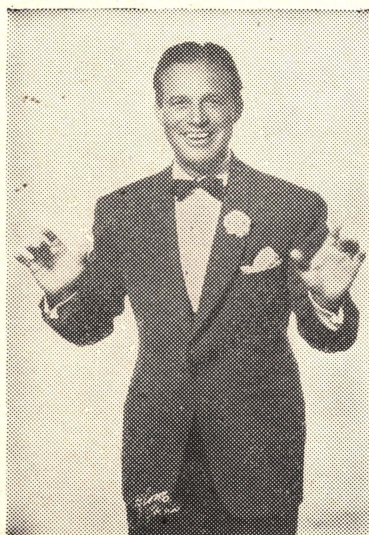
**—CLEVELAND, OHIO—
STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.**

**—DETROIT, MICH.—
PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.**

**—LOS ANGELES, CALIF.—
RAY THOMAS CO.
1601 S. Hope St.**

**—PROVIDENCE, R. I.—
PHILCO DISTRIBUTORS
17 Lyman St.**

**—RICHMOND, VA.—
BENJAMIN T. CRUMP CO.
1310 E. Franklin St.**



Operators!

Help yourself to a couple of

POTS O' GOLD

with these

COLUMBIA RECORDS

by

HORACE HEIDT

and his MUSICAL KNIGHTS

FRIENDLY TAVERN POLKA

COLUMBIA RECORD No. 36006

Featuring JERRY BOWNE and the Gang

At Last . . . a successor to Beer Barrel!

★ ★ ★

G'BYE NOW

With RONNIE KEMPER

COLUMBIA RECORD No. 36026

(Better than "Cecilia")

COIN
MACHINE
REVIEW

55

FOR
MAY
1941

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of **DOWN BEAT**, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG	FIRST CHOICE	SECOND CHOICE
1— <i>Amapola</i>	Jimmy Dorsey, Decca	Sammy Kaye, Victor.
2— <i>New San Antonio Rose</i>	Bing Crosby, Decca	Bob Wills, Okeh.
3— <i>I Understand</i>	Jimmy Dorsey, Decca	Charlie Spivak, Okeh.
4— <i>Dolores</i>	Bing Crosby, Decca	Tommy Dorsey, Victor.
5— <i>Oh Look at Me Now</i>	Tommy Dorsey, Victor	Woody Herman, Decca.
6— <i>Chapel in the Valley</i>	Bing Crosby, Decca	Glenn Miller, BBird.
7— <i>C'Bye Now</i>	Russ Morgan, Decca	Horace Heidt, Col.
8— <i>The Band Played On</i>	Guy Lombardo, Decca	The Jesters, Decca.
9— <i>Memory Of a Rose</i>	Jimmy Dorsey, Decca	Sammy Kaye, Victor.
10— <i>There'll Be Some Changes</i>	Ted Weems, Decca	Benny Goodman, Col.
11— <i>The Anvil Chorus</i>	Glenn Miller, BBird	Les Brown, Okeh.
12— <i>Perfidia</i>	Benny Goodman, Col.	Jimmy Dorsey, Decca.

"SLEEPERS" (Destined to be Big Hits in the Coin Machines)

Records listed in this classification are unusual—either the tune or the form of treatment, and are proving surprises or "sleepers" in many locations throughout the country, according to information from operators. Any one of these records may break into the "favorites" class above. Operators are invited to hear the following sides with an eye toward discovering a smash hit and a nickel-nabber:

ABE LYMAN: Biggest click in the boxes by this vet leader to date is *You're in the Army Now* with a vocal sung by his entire band. Timely, too. Bluebird.

MILDRED BAILEY: Her new version of *Georgia on My Mind* has the phonographs in the east, especially, jumping. All vocal, backed up by a Negro vocal group and a pretty clarinet. Decca.

EARL HINES: Reports are that Hines' new *Everything Depends on You* is proving a potent nickel-nabber, especially on colored locations and spots where youngsters hang out. Strength of the arrangement is in the vocal trio. Bluebird.

JIMMY DORSEY: Hotter than a red wagon is this band. Try its follow-ups to *Amapola* and *I Understand*; many ops report they are making a lot of money on as many as six J. Dorsey discs of the moment. New ones which look good are *Green Eyes and Yours*, both with double O'Connell-Eberly vocals, and an Eberly specialty titled

Maria Elena, in which Bob gets splendid backgrounds from three trombones. All Decca.

BENNY GOODMAN: Lovely version of the tune *Intermezzo* may click as well as Marie Greene's. No vocal. On Columbia.

WOODY HERMAN: Still another version of *Intermezzo*, this time with a

vocal by the leader. The beauty of this tune is obvious, and is starting to climb via versions by Herman, Goodman, Greene, Wayne King and Lombardo. Decca.

GLENN MILLER: Tab *Ida* as a comer. Very Negroid arrangement but appealing to most ears. Tex Beneke sings. Bluebird.

BING CROSBY: Here's one by Bing, with vocal help from Connie Boswell, which is going to be one of the big winners of 1941. It's titled *Yes Indeed*. Bob Crosby's Bobcats accompany. A zany little tune well handled by this pair of top-notch song-sellers. Can't miss, so stock up. Decca.

WILL BRADLEY: *Boogie Woogie Conga* and *Southpaw Serenade*, both with Ray (Drummer) McKinley vocals, appear to be selling briskly, and are worth trying on all types of locations. The conga has a fine rhythmic lift; McKinley's singing and Fred Slack's piano work are more than enough to sell *Southpaw*. Columbia. ♦

* * *

A jury is one thing that never works properly after it's fixed.

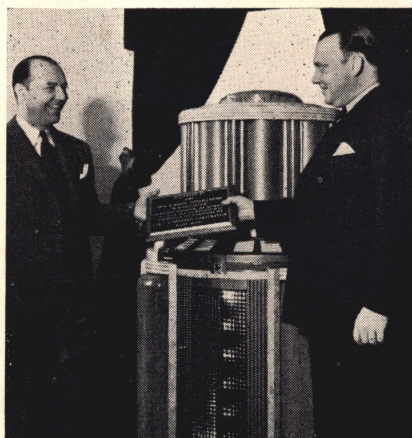
* * *

"It's easy to write a play. First act, boy meets girl; second act, they hold hands; third act, they kiss."

"That's how I got arrested."

"What do you mean?"

"I wrote a five-act play."



D. J. Donohue, Seeburg District Manager on the West Coast, is shown presenting a Bronze Plaque for outstanding sales showing during 1940, to Jack R. Moore, Portland, Oregon, on the occasion of Moore's recent organization meeting in that city.

COIN
MACHINE
REVIEW

56

FOR
MAY
1941

3 Offices to Serve You
with

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

Qualified to Share the
Best of Locations with the
Mills' THRONE OF MUSIC

Mills Sales Co., Ltd.

1640 18th Street
OAKLAND, CALIFORNIA

Los Angeles Branch
1491 W. Washington Blvd.
Los Angeles, California

Portland Branch
1325 S.W. Washington St.
Portland, Oregon

It Has Everything

A Music Operator Wants
in a Remote Control Box

Homer Capehart's

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

- Play-Appeal aplenty. The real spinning action gets more money!
- Triple Action on a bar. Eliminates straining, shoving or squinting. Player seated in front and those sitting on each side can play with minimum exertion.
- Hand-Brushed Satin Chrome Finish . . . found mostly on expensive jewelry.
- Indirect title strip lighting . . . the last word in scientific lighting effects and dozens of more exclusive features!

Investigate Now!

PETE L. WEYH

309½ First Street

HAVRE

MONTANA

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

The Music System Designed
for Every Type
of Location



Look At These Features —

- Select from either side by turning red knobs.
- Select direct from the titles — all selections on drum selector. Beautiful indirect lighting.
- Easy, fast title slip changes — insert in holder—drum is not removed.
- Installation as permanent as wiring in home—reduces service calls—no refund claims — interchangeable housing (front covers).

Get All the Facts TODAY!

STEWART NOVELTY CO.

133 East Second South St.

SALT LAKE CITY • UTAH

COIN
MACHINE
REVIEW

57

FOR
MAY
1941

Interesting CHARACTERS of the Old West

By JAY CHARLES

Pearl Hart, Lady Bandit

Only woman to rob a stage in Arizona and only white woman ever to be incarcerated in Yuma Penitentiary are the unique distinctions of Pearl Hart, Arizona's "lady bandit" and now almost legendary figure in a part of the Southwest famous for its bad men and gun fighting sheriffs.

Pearl's excursion into banditry appears the result of circumstances rather than a deliberate departure on a path of crime but the fact remains that she was afterwards implicated in a train robbery which indicates she did not find the adventurous life altogether displeasing. Musty newspaper records in Tucson reveal as strange a career as ever conceived for any plot, yet the world generally knows little of the gun-toting Pearl.

Born Pearl Taylor in Lindsay, Province of Ontario, Canada in 1871 she, at the age of seventeen, eloped and married a man named Hart, first name lost to history. Three years of connubial bliss followed before Hart developed the habit of beating his wife almost to death. She left him, adopting the well known habit of wives from time immemorial, and returned to mother.

However Hart had a way with women, he was her husband and she loved him, so in spite of beatings and abuse when he snapped his fingers she returned to him; besides there was the baby boy whose influence she hoped would change matters.

The reunion in Trinidad, Colorado lasted but two short weeks when repeated beatings again drove her from Hart's bed and board.

Odd jobs here and there, cooking, dish-washing, anything that offered money to support herself and the baby followed for several months and always when one job was lost she moved on to another. Months later she found herself in Phoenix, Arizona and the first person she met on the main street was her husband. This time they lived together for three years and another child was born, a girl. Then Hart resumed his abuse and Pearl sent the two children to her mother, fled east and got a job as a servant with a well to do family. No use. Hart found her and again prevailed upon her to return. They located in Tucson and this time Hart varied the routine by deserting her. He joined McCord's Regiment of Rough Riders. Pearl returned to Phoenix but work was scarce and there are records of several attempts at suicide. She lived through them, finally getting a job as cook in a mining camp at Mammoth in 1898.

Her "house" was a tent on the banks of the Gila River and the hard work and bad living conditions soon broke her health and she quit her job, loaded her few possessions on the Mammoth-Globe stage and started for the latter city. Bad weather had made the road impassable and she found herself back in Mammoth, broke and without a job.

It was upon this scene that Joe Boot, doubtful hero of the occasion, entered. He too wanted to reach Globe and together

they set out on horseback accompanied by two Mormon boys. Heavy rains had made the going so bad they would make but an average of three miles a day. They camped at night as best they could, finally reached Globe. Pearl landed a job as cook in a miner's boarding house, saved her money so when the job failed she was not in such a bad spot. But Pearl's luck ran true to form. Word came from her brother that he was in trouble and desperately in need of money. She sent him what she had and started looking for another job. To make matters worse Hart, now mustered out of the army, returned and suggested Pearl support him and the "work" he wanted her to do was not to her liking although quite popular and profitable in the mining camps of those days, even as it is now.

This time Hart left her for good but Pearl's hard luck was still running strong. Her mother wrote that she was dying and wanted to see her before she passed on.

No money and no job created the right atmosphere for Joe Boot who reappeared on the scene. He was broke but had a mining claim and suggested Pearl don men's clothes and work with him, promising her all the money they made, so she joined him.

The claim proving valueless Joe suggested robbing the Globe stage as an easy way to get money for her fare home and she agreed after exacting a promise that no one would be shot. Joe assured her this was a cinch saying that all that was needed was nerve.

The following day saw Pearl and Joe riding leisurely down the road over which the Globe stage must travel. In the distance the rumble of the stage was heard; Joe went over the instructions again and then the stage swung around a bend coming

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

towards them. As it pulled alongside Joe whipped a formidable .45 Colt out and Pearl pulled a .38 and they shouted a command—

"Stop sudden and elevate!"

Groaning brakes, a sudden, lurching stop told the passengers inside better than words what had happened and Pearl's cry of "Pile out. Keep your hands up and line up over there" was promptly obeyed.

In describing it afterwards Pearl said that the most badly scared man yielded three hundred dollars. "He shook so he probably would have shook it out of his pockets anyway" was the way she put it. Continuing, "a dude assayed thirty-six dollars and a Chinaman forked over five dollars. The driver only had a few dollars and we let him keep them. We gave each of the passengers back a dollar and I took a look in the stage for skulkers. I found two guns, both Colts. One was a .44 and the other a .45. Them brave hombres had left 'em when we ordered 'em out. I gave Joe the .44 and kept the .45 for myself."

They ordered the stage on its way, advising the driver to keep going and not look around and they headed for the railroad at Benson, riding over the roughest ground they could find to hide their trail. That night they stopped at Cain Springs long enough to eat, then pushed on. Silently they rode through Riverside, kept on until they came within six miles of Mammoth where they stopped. Leaving their horses hidden in the brush they climbed up a steep sandstone bank and located a small cave. Working their way back into this Joe saw two eyes gleaming in the dark and promptly shot, killing a wild hog. They hid there all next day and at night pushed on.

Joe slipped into Mammoth and bought a few supplies without being recognized.

They rode across the Gila River and headed for Benson. Encountering an irrigation ditch Pearl jumped her horse safely across but Joe missed the jump falling into the ditch with his horse and almost drowning before Pearl could help him out. The horses were exhausted and it began to rain steadily. They camped in the brush, wet and miserable all that day and at night resumed their journey riding until five A.M. when they camped and slept.

They were awakened by a posse rudely shoving Winchester rifles in their ribs and the career of Arizona's only woman bandit came to an abrupt halt. She was transferred from the Casa Grande lockup to the Florence jail, that having better accommodations for women and also being in Pima County where the crime occurred. Here she escaped once, was recaptured and attempted suicide choosing death rather than imprisonment in the dread Hell-hole of the West, Yuma Penitentiary.

Pearl drew a five year sentence while Joe Boot rated a thirty-five year stretch. After two and one-half years in Yuma, Pearl Hart was pardoned. Three years later she was arrested in Deming, New Mexico by Sheriff George Scarborough on a charge of being implicated in a train holdup but was released because of lack of sufficient evidence.

So Pearl Hart faded from the scene for twenty-five years. Then one day a little, old, white haired woman walked into the Pima County jail and asked if she might look the place over. Upon being asked the reason she said, "I am Pearl Hart. Twenty-five years ago I spent some time in this jail and would like to see my old cell."

The jailer led her to the cell and left her there silently contemplating the past. She was never heard of again. ♦

NEW YORK

Covered By
IRVING SHERMAN

NEW YORK (RC)—It's a boy at the home of CMA's Matty Forbes. Still reeling a bit, Forbes reports his wife doing nicely.

Maybe it's just spring, but rumor has it that Willie (Little Napoleon) Blatt is planning with DeWitt (Doc) Eaton, Buckley Music System official who recently toured the wilds of Brooklyn, to hatch something startling.

For calling their shots correctly and well in advance, brothers Marc (Silent Man) and Mike Munves are still the talk of the town. Our guess is that the right credit terms plus a minimum of lemons make this team click.

Charlie (Big Cigar) Lichtman finds the water fine now that he's back again with Federal. From operator to distributor to operator to distributor is his record.

Back from Florida with a prodigal tan, Bill Rabkin beams again in Long Island City as a result of Mutoscope's hitting the town hard with Voice-O-Graph, Ace-Bomber, Drive Mobile and penny movies.

Doing test locations in upper New York State and doing them nicely is Al Schlesinger's Spotlight, which carries 20 different subjects; it's a nickel merchandiser.

Priorities still loom in the news, together with a possible tax increase on games. Coinmen, asking themselves if they will have to run for cover if the going gets too rough, may heed the advice from those in-the-know that care should be taken not to give offense by locating near schools or dangling premiums before young eyes; stick to replay, not free play, is a sound admonition.

Nat Cohn of Modern should get the credit for starting off those "Meet Your Favorite-Band-Leader Weeks" in which coinmen meet celebs, the big-shots meet the boys who keep 'em rolling, and everyone is happy—particularly Cohn, for whom more and more Seeburgs roll out to new locations.

This correspondent has been warning coinmen about holdups. Another case popped up the other day due to the exact practice against which the warning was made. In withdrawing or depositing money, do not do so at the same time daily, or on the same days. Even if it throws you off gear, vary your schedule and be safe. Criminals first study the habits of intended victims before going ahead with their dirty work.

The idea that coin machine operation is just a sideline seems responsible for some of the business' frequent ailments. Quite a few newcomers have entered the business with the understanding that they need give it only part of their time. As a result these men have soon lost what locations they had, meanwhile drugging the market by a tendency to unload when the going is tough and on the discovery that more than a few hours a day were needed for success.

No truth to the report that several pin ball associations plan consolidation. A recent attempt to form an interstate conference of several groups to unify legislative and operating practices in territories close enough to have common interests probably founded the rumor.

Manhattan Operator Al Shevrin says that one location owner has informed him of an attempted robbery frustrated when he became curious about two men who kept loitering about a machine. Travelling in an

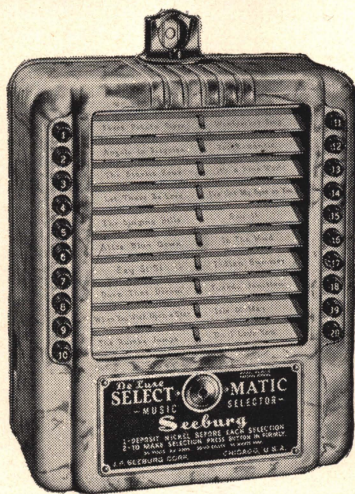
COIN
MACHINE
REVIEW

58

FOR
MAY
1941

Seeburg New Deluxe Wired Box

Push
Button
Control



Three
Wire
Cable

Price . . . \$25.00

This new Box incorporates many of the features previously found only in SEEBURG'S Well-known WALL-O-MATICS . . . Very easy to install.

Put as many boxes as you need all on ONE SMALL 3-wire cable.

CALL OR WRITE OUR NEAREST OFFICE FOR FURTHER INFORMATION!!

E. T. MAPE MUSIC CO.

284 Turk St.
SAN FRANCISCO

1701 W. Pico Blvd.
LOS ANGELES

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Phone-Tel Co., Inc.

ANNOUNCES ITS NEW

DELUXE TOWER CABINET

The Acme of Perfection in Modern Console Styling!

- ATTENTION COMPELLING without becoming gaudy!!
- BRILLIANT ILLUMINATION (Molded Plastic—Not Sheet)
- STARTLING LIFELIKE TONE FROM SPEAKER IN TOP OF CABINET
- SPARKLING BEAUTY

Replace Your Old Wired Music

Cabinets with the DELUXE TOWER
and

DELUXE BAR BOX

Adaptable to Any Wired Music System

The Finest Bar Box on the Market Today! Beautifully finished to blend with any surroundings!

- INDIVIDUAL SELECTIONS
- PROVEN BY LOCATION TESTS OVER A YEAR
- RELAY OPERATED
- POSITIVE MONEY-BACK GUARANTEE

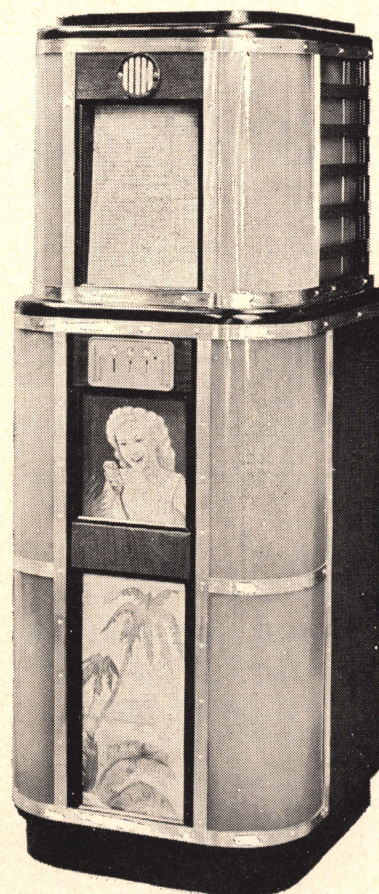
IMMEDIATE DELIVERIES!

PHONO-TEL CO., Inc.

838 E. Jefferson St.

ADams 3385

Los Angeles, Calif.



COIN
MACHINE
REVIEW

59

FOR
MAY
1941

FRANK W. JARRELL

STANLEY W. KUHN

PHONO-TEL SALES CO.

NATIONAL DISTRIBUTORS
RE 8026

3260 W. Pico Blvd.

Los Angeles, Calif.

old sedan, these men are believed either in the slug business or practicing breaking into machines.

Jack Weinstock, whose route has increased handsomely within the year, plans an early vacation and expects to be in town during July and August. He was shy of telling why he was risking the heat, but it is understood that too many coinmen let down during the warm spell, and it may be just the time for drink and special vendors which, we understand, this operator has in mind.

Summer get-togethers are on the calendar for CMA, AMOA and the Amalgamated. Begun on a small scale a few years ago, these yearly picnics and free-for-alls are now standard in the trade, and this reporter can testify that they are anticipated by the most conservative.

Teddy Seidel, the Philippines' ex-feather-weight champ, threatens to resume training, complaining that one of his diminutive stature gets stepped-on almost everywhere, and people don't seem to think he amounts to anything. The next six-footer that tries anything, Teddy vows he'll slap down.

Sam (Commodore) Yollen is primping up his now historic yacht and is inviting one and all to heave-to some afternoon. Convoys and submarine hazards have brought a dearth of volunteers, but Sam

swears that war or no war, he is going to negotiate Coney Island Creek if it takes the creek and all summer.

Bicycling has become a favorite recreation among a number of operators, and some are even considering this means of covering locations not too distant—at least as long as the desire holds for a constitutional.

Harry Pearl, Keystone Vending Co. of Newark, has flashed this column the news that he has been named Rock-Ola distributor for Greater New York. Harold Lawrence, who has a rep as a salesman among coinmen, is associated with Pearl, and Moe A. Harris is in charge of the mechanical department.

Assn. Banquet Has Attractive Program

PHILADELPHIA, PA.—Undoubtedly its smartest yet, the souvenir program of the Phonograph Operators Association of Eastern Pennsylvania and New Jersey's Fourth Annual Banquet, held at the Club Bali, Sunday, April 20, set a new high for things of this sort.

The program's 60 pages plus cover presented the constitution and by-laws of the organization, listed members by chapter, paused in memory of Harry Scherdorf,

Charles G. Moye and Frank Viscidi who "crossed the great divide" during the year, and traced the Association's progress from the failure of the Wilkes-Barre chapter through the reorganization of the Newark chapter. Both failure and success were summarized in the closing paragraph:

"... the fact is clear that the Association has accomplished much for the good of our business and nearly all members voice their belief in our ideals strongly. We shall continue to better conditions in our small way and believe that the day is coming for us to realize our aims."

Advertising of sources for needed equipment made the program possible, and the first advertisement in the program—and the only trade paper so doing—was that of the COIN MACHINE REVIEW, which is the official organ of the Phonograph Operators Association.

Arthur Pockrass was chairman of the banquet and entertainment committee, assisted by Sid Myers, Jack Sheppard and Frank Hammond. Charles W. Young, president of the Philadelphia chapter, gave a most cordial note of welcome.

He: "Would you love me just as much if I told you I were broke?"

She: "You aren't, are you?"

He: "No."

She: "Certainly I would, darling!"

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

SAINT LOUIS

Covered By

ROBERT LATIMER

ST. LOUIS (RC)—Highly satisfactory to most operators of St. Louis was the month of April—with collections on the rise sharply during better weather, despite the fact that delivery of new equipment is more than ever slow. Good business is continuing without the advantages of new phonographs, according to the members of the Associated Phonograph Owners of St. Louis, many of whom display unfilled orders for new machines as much as three months old. Only one new phonograph was delivered in St. Louis during the entire month by one of the largest distributors—which shows how National Defense pres-

sure on manufacturers has tied up production.

At the April meeting of the Associated Phonograph Owners group, held at Hotel Melbourne on the 19th, Fred Pollnow, head of Automatic Phonograph, won Ed Fisher's monthly attendance prize of ten dollars. Pollnow, who has never missed a meeting, was stunned with the fact that he himself had won something—after putting up prizes himself for several years. The attendance prize has lapsed into two months' amounts of \$20 only once, according to the management.

John LeBan, president of the group, announced plans for a new membership drive, and pointed out that Tom Brutio of Todd Music Company was the most recent new member, joining way back in December.

Joe Spinicchia, head of the J & C Company, packed his clothes during April, took leave of his friends, and answered the draft with a move to Jefferson Barracks near St. Louis. Joe is the third operator to be drafted, and his route extending through downtown St. Louis will be run by a partner, Charlie Burrafato.

An important move was that of Schewe Novelty Company, headed by Elmer Schewe, to a new address at 3024 North Union Boulevard in North St. Louis. Elmer was formerly at 4741 Natural Bridge Avenue, where he operated a large-scale phonograph rental business, as well as a 60-machine route split between phonographs and pinballs. One of the younger members of the group, Elmer and Mrs. Schewe are familiar figures at every coin machine occurrence around St. Louis.

Mrs. Margaret Trippe, wife of the Ideal Novelty Company president, Carl F. Trippe, is recovering slowly from a dangerous attack of pneumonia at her home. The phonograph association sent flowers and best wishes at both the hospital and the Trippe home.

Earl Bowman, formerly operating the Ace Machine Shop, phonographs repair organization on Grand Avenue with Frank Scherer, has gone into the Ideal Novelty organization in charge of phonograph sales. Partner Scherer moved his entire shop into the Ideal building.

Martin Balensiefer, who joined with W. B. Novelty Company in January, is spending more time in the country sales territory of this Seeburg distributorship than at any previous time during his phonograph experience. Instead of seeing Balensiefer's six-foot frame coming through the door from day to day, operators of St. Louis now hear of him chiefly through postcards. The company at present is engaged with a huge "Phonograph Sale"; first of the sort in several years.

Harry Plitt, employee of the J. S. Morris Novelty Company, had a bad automobile accident in East St. Louis, Illinois, in early April, and will be confined to a hospital in that city for several weeks. Candy, books, flowers and other gifts from the local association are helping to lighten his confinement.

A great deal of good natured fun is being poked at Harry Davies, president of Davies Novelty Company, as the result of his giving up phonograph operation altogether, and transferring over to the pinball field. It seems that a certain location owner called up timidly in March, asking Davies to send someone around to change the records on his machine. "What's wrong with the records?" was Davies' natural answer. The reply was that although it was March, the machine was still featuring "Santa Claus Is Coming to Town" and "Jingle Bells" as

its outstanding discs—showing that the Davies organization had forgotten to service the machine for several months. Disgusted, Davies went out of the phonograph field entirely.

One of the fastest-growing organizations in the pintable field is that of Central Novelty Company, headed by Caesar Pollnow, brother of Missouri's largest phonograph owner. The "silver-haired twins," or Pollnow brothers, have experienced success in every branch of the business except pinballs prior to this year, and now intend to add that line wherever a Pollnow phonograph is to be found. Central and Automatic Phonograph, the two main divisions, are now located on Cherokee Ave.

Art Newhouse, phono operator, has moved into a new home in St. Louis County, and held an open house for friends recently.

Air service at Fort Benning, Georgia, has called Paul Rittenhour, phonograph operator of East St. Louis. Paul, whose hobby was a light Cub airplane, has signed for several years as an instructor, and his machines have been gradually absorbed by other operators.

Ralph Denton of Cuba, Missouri, whose string of phonographs and other machines now amounts to more than 200 units, visited association offices recently. Headquartering in Cuba, he is now covering a territory extending for 50 miles in every direction around the city, and has become one of the largest rural operators in the business. Another visitor was Noel Read, former Balensiefer service man, who has opened up his own string of phonographs in another rural spot.

Many operators are still agog over reports that Walter Gummershimer, for-

Get Next

TO THE BEST REMOTE
CONTROL BOX IN
THE INDUSTRY

Capehart's

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

The Only Box —

- That has LESS THAN 3 LIGHT BULBS—operates on a minimum of current.
- That has DOUBLE STRENGTH MOULDED and TEMPERED FRONT GLASS. Stands 7½ times the abuse of flat glass.
- That the player can select the title without having to hunt for numbers.
- That eliminates one-third the ordinary time delay in selecting pieces to be played.
- That has SMALL COMPACT SIZE Smallest 24-record Selective Remote Control on the market.
- That has \$17.50 CASH BOX CAPACITY . . . and dozens of other outstanding features!

See Us TODAY!

**INTERSTATE
NOVELTY COMPANY**

W. 16 Sprague Avenue
SPOKANE, WASHINGTON

GIGANTIC PHONOGRAPH SALE

Reconditioned Equipment

SEEBURG

Rex	\$85.00
Symphonola Model Royal	95.00
K-20	85.00
Sym; H, I or J	39.50
Sym; Model B	25.00
Sym; Model A (in illuminated cabinet)	45.00

WURLITZER

Model 71 (Stand \$15 extra)	50.00
Counter Models 61 (Stand \$15 extra)	85.00
P-12	25.00

ROCK-OLA

1941 Model	200.00
Imperial 20 Record	60.00
Standard	135.00
Imperial 16 record	39.00
No. 2	27.50

MILLS

Throne	135.00
Swing King	19.50
Dance Master	15.00
Do Re Mi	29.50
Buckley wall box	7.50
Grille for Wurlitzer 4-12	12.50
Trumpet speaker—outside use	15.00

Every machine thoroughly renovated and rechecked by expert W.B. mechanics.

W. B. NOVELTY CO.

617 Douglas St., Wichita, Kansas
927 Broadway, Kansas City, Mo.
1903 Washington, St. Louis

merly head of Public Sound System, will re-enter the phonograph field shortly with a distributor's franchise on a new make of phonograph. One of the veterans of the St. Louis industry, Gummershimer knows the "ins and outs" thoroughly.

No member of the pintable fraternity has been drafted to date, according to Lou Morris of the association — "They're all safe because they're flatfooted from carrying heavy equipment around," Lou grins.

Meeting at Hotel Melbourne on May 18, the Missouri Amusement Machine Association launched a new-member drive, to take in 100% coverage of the amusement machine field if at all possible. The membership fee will be reduced from \$100 to \$25 for 30 days—as an attractive join-up offer. Lou Morris, president of the group, is aiming for a huge turnout at every meeting, and thinks that those few still out of the group will sign up.

Strong interest in baseball, magnified by the pennant race last year, has given baseball tables a strong demand this year, Leo Wichlan of Ideal Novelty Company reports.

George Buescher of Washington, Missouri, visited St. Louis on a buying trip in April which netted him three machines in place of the 11 he wanted. On the other side of the picture, Howard Shervinko of East St. Louis, Illinois, got tired of waiting for delivery, and drove his truck to Chicago, where he was able to load up with new machines at the factory docks.

R. W. McAllister, operator of Louisiana, Missouri, is receiving condolences from friends as the result of a broken arm, suffered when he fell carrying a heavy pin-table.

Another casualty occurring in almost the same way laid Eddie Pnister of Ideal Novelty Company on the sidelines with a broken ankle. Bones are brittle in this business, it seems. A new mechanic, M. Smart, has been added to take Eddie's place at Ideal.

Dick Westbrook, risen from the days when he carried pintables on his back for blocks, is now attempting to sod the entire county in which he lives in the creation of a landscaped country estate. His new home has a formal garden, shrubbery, hedges, and all the trimmings.

St. Louis' huge streamlined river excursion steamer, the S.S. Admiral, largest such boat in the world, will have more than 300 coin-operated amusement machines on it during the summer of 1941, according to the Strekfus Barge Lines, owners of the pleasure craft. ♦

"Happy Jack" Sells Them All!

LOS ANGELES—"Happy Jack", proud pappy of the "Three Profit Partners" is the cognomen won by Jack Gutshall of Esquire Music Company during the month of April.

"Bless me," says Jack very meekly, "I've never experienced the like. The lads from down South, Up North, Back East and even out in the Islands are riding my tail day and night for more and more Pla-Mor Boxes, Console Speakers and Filben Record Changers. Shucks, I don't seem to get any rest . . . let alone enough time to plant my weary personage on the cement of my new patio at home."

There is definitely no depression at Esquire Music and the "Boys with Bucks" have taken over the place demanding quick deliveries on Esquire's advertised "Profit Partners."

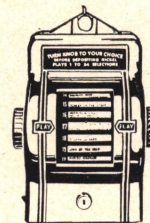
Which all is mighty fine and makes the

The 3 PROFIT PARTNERS THAT ARE POSITIVE SENSATIONS

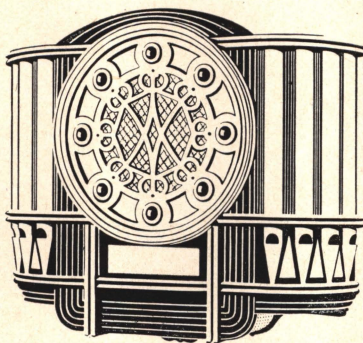
— 1 —



The Box that "Gets the Business." Reports consistently show that PLA-MOR Remote Control Units outpull all others in getting the nickels on locations. "Buy the Box that gets the Bucks!"



— 2 —



Capehart Model 600 WALL CONSOLE SPEAKER

Distinctive, beautiful and the pride and joy of every location. All the brilliance and sparkling charm of a \$400.00 phonograph. Hangs on the wall out of the way and does not require valuable floor space.

— 3 —

FILBEN RECORD CHANGERS

Sensational are the reports of operators using the new Filben RECORD CHANGERS. Imagine records changed in 5 SECONDS FLAT. Just figure out how many extra dollars that means to you during peak hours within a month's period. The fastest thing on the market today! Let us demonstrate.

All equipment can be installed for you by Expert Remote Control Technicians.

— TERMS AVAILABLE —

ESQUIRE MUSIC CO.

(JACK GUTSHALL)

2646 South Hill St.

RI 2249

Los Angeles, Calif.

editors of THE REVIEW extra happy for it shows just how much good REVIEW advertising can do. ♦

New Yorker Dishes Out Usable Idea

NEW YORK—The New Yorker, cosmopolitan magazine of smart patter, has at last turned its attention to the coin machine and offers a thought calculated to reap a golden harvest for any phonograph operator who cares to give it a whirl. Suggested in their "Talk of the Town" section for April 19, the idea is this:

"Like the common safety pin, many of the greatest inventions are surprisingly simple, and our own latest is simplicity itself, being no more than a blank, or silent, phonograph record. Installed in every pho-

nograph in town, this intelligent device would make it possible for any man to buy from five cents' to a couple of dollars' worth of pure, golden silence any time he felt like feeding the machine.

"The lover, desperately shouting his tender messages over the uproar of the band; the thinker, his thoughts hopelessly syncopeated by the snarling of the trumpets; the raconteur, brought down in mid-flight by the thunder of the drums—all these tormented people may yet find peace and live to bless our name. We have applied for no patent; our gift to humanity is free—this precious silence in a noisy world." ♦

Likes REVIEW

"I enjoy THE REVIEW very much and believe any operator would profit by reading same regularly."

N. A. M., Klamath, Calif.

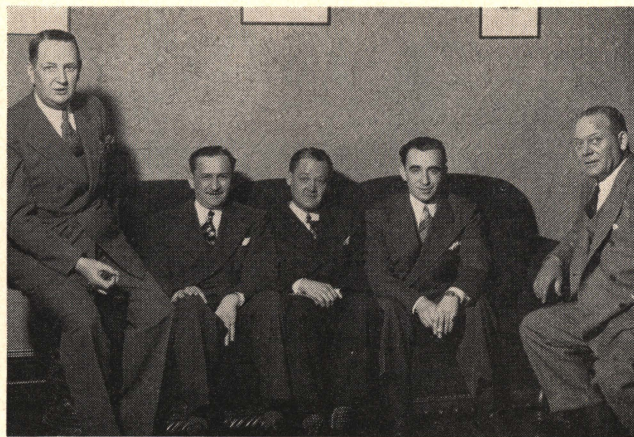
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

61

FOR
MAY
1941

Photo taken at the plant of the Permo Products Corporation in Chicago when executives of the Brilliant Music Company were announced as distributors in Michigan for Permo needles. Left to right: E. C. Steffens, of Permo; Joe Brilliant of Brilliant Music; Sherman Pate, Permo's Sales Manager; Max Lipin, of Brilliant; and Arthur Olson, Permo President.



Wurlitzer Effects Valuable Tie-Up With Horace Heidt Movie

NORTH TONAWANDA—In a neat bit of exploitation that will bring Wurlitzer Automatic Phonographs to the attention of millions of theater-goers, the Rudolph Wurlitzer Company has tied-in to the current nation-wide showing of Horace Heidt's Movie Release "Pot O' Gold."

As the spearhead of this promotion, Wurlitzer Distributors from coast to coast will install Victory Model Wurlitzers in the theater lobbies wherever this movie is shown.

As a result, millions of theater patrons will see the latest model Wurlitzers—hear them playing Horace Heidt's recordings—become more conscious than ever of the entertainment value of these phonographs.

Typical of the display is the one pictured above, installed by the Commercial Music Company, Wurlitzer Distributors in the Southwest.

Carrying plenty of eye appeal in themselves, and augmented by the ear appeal of the phonographs, it is expected that every person who enters or leaves these theaters will be impressed with Wurlitzer beauty and tone. ♦

Editor: "Say, this story can't be printed. It says here that the heroine was nude."

Author: "That's all right. I cover her with remorse in the next paragraph."

Brilliant Appointed Permo Distributor

CHICAGO—Brilliant Music Company of Detroit, Michigan, have been appointed distributors for Fidelitone Floating Point, Fidelitone Home Recording Stylus, DeLuxe Fidelitone Long Life Needle, Permo Point Recording Stylus, Transcriptone Permo Point and Microspecter, according to an announcement by executives of Permo Products Corporation.

Brilliant Music are actively distributing the line in Michigan where they are well known to the trade, having enjoyed considerable experience in the record business.

Stated Permo Sales Manager, Sherman E. Pate: "We were especially fortunate in having Joe Brilliant and Max Lipin visit our metallurgical laboratory and production plant where they saw for themselves just how we produce our high quality products." Bob Milsk is Permo's factory representative in Michigan and Indiana. ♦

Mohr Sets Eagle Record

LOS ANGELES—Mac Mohr, of the Mac Mohr Company, is reported to have set a new sales record for American Eagle, new "Defense" model, according to a letter which Mac received this week from Al. S. Douglass, president of the Daval Company.

Mac quoted the letter as follows: "I want to take time out to congratulate you for the very marvelous sales job which you have accomplished in the short while that our new Defense Model American Eagle has been on the market.

"Our auditors have just checked thru our sales record and we find that you are leading the distributors in the country at this time. We can only tell you that we are extremely proud of you and of your accomplishment and believe that you are doubly congratulated from every standpoint.

"Congratulated first because the Defense Model American Eagle was your own idea, and second, because you carried out the promise that you made that this new model would surely capture the interest of operators everywhere in the country." ♦

What Do YOU Want?

- When a certain Los Angeles operator required 125 PACKARD PLA-MOR Remote Coin Boxes we furnished them with no down payment.
- When a certain operator required money to buy his blanket license we loaned it to him without security.
- When a certain operator was losing a location because a competitor was going to loan the location owner money, we made the loan and saved the location for him.
- When a certain operator had a chance to purchase a Wired Music machine cheap we arranged a cash deal for him without him putting out a dime.

Do you need Remote Coin Boxes?
Do you need new Phonographs?
Do you need Remote Speakers?
What do you need?

We will handle any kind of a deal you can cook up. The fact that we use our own money on our deals relieves us of being ham-strung or restricted. We are wide open to do business . . . any kind of business. Bring your proposition in here and we will go into a huddle.

C. WALTERS and ASSOCIATES

Federal 1474

2201 Beverly Blvd.

Los Angeles, Calif.



It is always surprising to a visiting coinman to see the splendid membership turnout at the various meetings of the Associated Operators of Los Angeles County. The above picture was taken at the meeting of Tuesday, April 8th, when 98% of the membership was on hand for a noontime meeting . . . certainly something of a record for midday meetings in any industry. Curley Robinson, managing director, is shown presiding.

Pictorially Speaking



Herb Klemme, California-Simplex representative, and Ed Wurgler, factory representative, watch as Fred Rice, San Francisco musician, places another order for Wurlitzer Victories.



"Tippie" Klein of Philadelphia's Atlas Distributing Co., is shouting the praises of Packard Pla-Mor remote control units to the skies. Here he is, second from left, starting off on the ground by telling W. J. Morrissey, Joe Mangone and Frank Hammond.



Clayton Ballard, popular Packard District Manager, covers the states of Oregon, Washington, Montana and Northern Idaho, making Portland his headquarters.

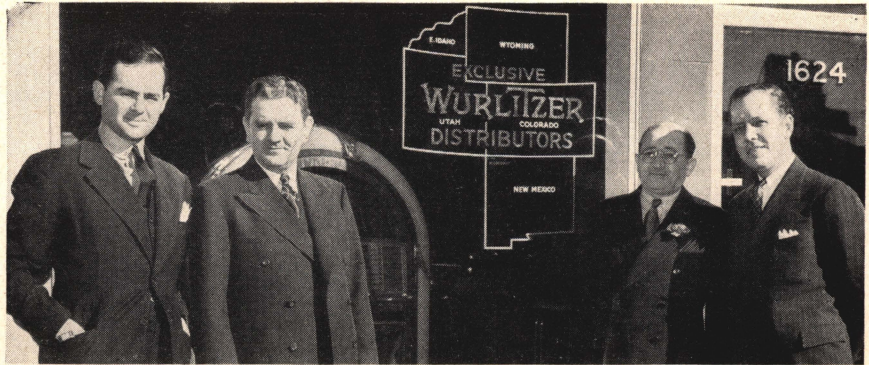
COIN
MACHINE
REVIEW

63

FOR
MAY
1941



Scene from "Bolero," a Holly-Movie Shorts production which is being released by Meter-movies of Hollywood. The firm reports more than an ample supply of films now available for coin-operated movie machines.

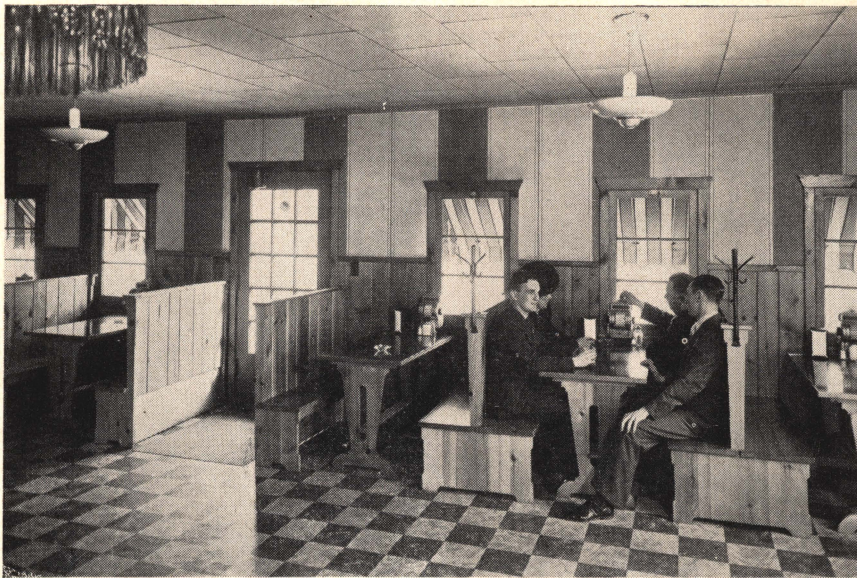


Wherever the name of Wolf Sales Co., Denver, appears, it is superimposed on a map of the states served by the firm, giving the reader or see-er a visual picture of Wolf Sales territory. Wolf's Al Roberts, W. A. Bye, western district manager, Wolf's Wolf Reiwitz, and Wurlitzer's Mike Hammergren flank one of these maps on the show window.

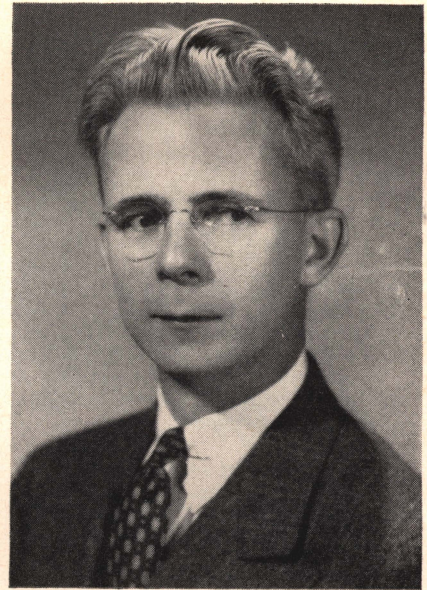
COIN
MACHINE
REVIEW

64

FOR
MAY
1941



Packard Pla-Mor in the far Northwest is winning more acclaim every day. The above picture is a Packard Pla-Mor installation in the Riviera, Spokane, Washington. Left to right: Jack Davis, Mrs. E. M. Perry, Ed Perry, of the Interstate Novelty Company of Spokane, Packard's distributor in Western Washington, and Clayton Ballard, Packard District Manager.



Stanley Turner

Turner Gets Packard Post

LOS ANGELES — Associated with the coin controlled music field since 1929, Stanley Turner has become service instructor for the Packard Mfg. Corp., makers of Capehart Pla-Mor products, and will make his headquarters at the Hollywood offices, 1025 North Highland Avenue.

Employed by the Yea Music Shop in Sacramento, a Capehart Orchestrope dealer, Turner was spotted by W. E. Simmons, then western regional sales-manager for Capehart, as a good man to have around and employed as service engineer with the responsibility for supervising Capehart installations in many fine homes in California, and commercial installations using hidden Capehart chassis, with speakers and non-selective wall boxes.

During 1933 and 1934 Simmons and Turner, remaining associated, continued to sell commercial music, handling Holcomb & Hoke Mfg. Co.'s Electromuse. In May of the latter year Simmons became district manager for the Rudolph Wurlitzer Co.—and Turner went along as service instructor.

On April 19, 1941 Turner once again joined Capehart and Simmons, becoming Packard's service instructor. His many western friends wish him well. ♦



Steady progress with Wurlitzer Victory models in lining up new locations is reported by Tony Capers, Oakland, Calif., music merchant, here shown signing an order for additional instruments as California-Simplex's Myrl Park looks on.



A good time was had by all three of the Happy Revelers at a Los Angeles night club when Dolores and Jean Minthorne, Southern California Distributors of Rock-Olas, showed the town to Fred Neuman, Northern California Rock-Ola Distributor. They each had glowing reports of the unusual sales of the new Rock-Ola Tone Columns and Mystic Music in

their territories, and are shown with their heads together planning a flying trip to Chicago to urge deliveries for their many orders. No wonder they look so happy—they've got Rock-Ola to talk about, which is admittedly TOPS in the phonograph world for 1941!

COIN
MACHINE
REVIEW

65

FOR
MAY
1941



ABOVE: Part of the plant of Phono-Tel Co., Inc., in Los Angeles where hundreds of new Deluxe Tower Cabinets and Deluxe Bar Boxes are in production for waiting orders. Phono-Tel, a pioneer in the Wired Music field, has enjoyed an unusually fine business since moving its manufacturing activity from San Francisco to Los Angeles.

Walters Solves the Operators' Problems

LOS ANGELES—"Bring your worries to us and we'll take care of them and put you back on the profit side of the business again," says C. Walters, in describing the unique service C. Walters and Associates are making available to Western Operators.

"We are ready to work with any operator who has a definite problem, whether it be financial, machine shortage, or what. To any operator desiring to expand more than his current funds permit we have a plan of interest. All in all, our service is complete and all-inclusive. We ask operators to contact us, regardless of what their requirements might be, for we know we can aid them in many, many ways to increase their operations and make more money," concluded Walters.

Strike Shuttters Columbia W. C. Plant

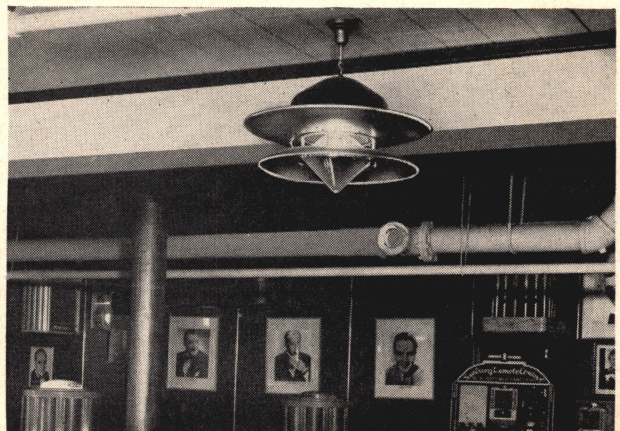
HOLLYWOOD—Local 1421 of the United Electrical Radio and Machine Workers (CIO) called a strike at the local plant of the Columbia Recording Corporation on April 14th.

Union demanded an increase in the minimum wage from 55c per hour to 75c per hour with proportionate increases in higher brackets.

Record shipments to distributors on the Western slope were abruptly cut off as a result of the strike and music operators have been denied recent Columbia releases in the West.

RIGHT →

Gracing the ceiling of the Modern Vending Company showrooms in New York City is this popular Illumitone Speaker. Operators praise its beautiful appearance, metal parts of a golden color enhanced by indirect lighting and its fine tone quality. Mac Mohr Company, Los Angeles, are Pacific Coast representatives.





One of Frisco's most artistic taverns is Hellwig's, located at 45 Stockton Street. Featuring a general mountain resort atmosphere, the beauty and novelty of the decorations have caused much favorable comment. Wurlitzer Music Merchants Orri and Rossi quickly sensed that here was an ideal spot for a Colonial model. The proprietor took one look at a "780" and decided they were right. Now the instrument is a favorite with Hellwig patrons and a real money-maker for location and operators.

COIN
MACHINE
REVIEW

66

FOR
MAY
1941

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SELL US

Your Late Novelty Games and Slots — Your price and make first letter. HOWARD SALES CO., 1206 Farnam, Omaha, Nebraska. (AMJ-C)

FOR SALE

Keeney Super Track Times, Pastimes, Paces Races, Western Baseballs, Free Play Games, Mills Bonus, Mills Vest Pockets, Groetchen Imps, Slot Safes, Metal Typers, 24-record Wurlitzer Phonographs. CHARLES PITTLE, New Bedford, Mass. (AMJ-C)

MAILING LIST

of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, \$5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

CIGARETTE MACHINES

Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our passport. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

FREE PARTS AND SUPPLIES CATALOG

Number CM-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. (MAM-P)

GOODBODY HAS A MESSAGE

For every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (MAM-P)

TROUBLED WITH SLUGS?

REVIEW Slug Cards in your machines will stop this evil. Printed on heavy fancy bristol and citing Federal Law violations for slugging, these cards have stopped slugging for hundreds of operators. Order today at only 20c per dozen, plus 10c for handling and postage on all orders under \$1.00. On orders over \$1.00 we prepay postage. COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif. (P-TF)

SEND FOR BADGER'S

32-Page Coin Machine Catalog — Over 1,000 Reconditioned Machine Bargains, Accessories, Parts and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. (MAM-P)

A REAL BARGAIN

5 Bally Beverage Vendors and Carbonator, used three months. Write for prices. MARION COMPANY, Wichita, Kans. (M-C)

FOR SALE

Short range Shooting Gallery, complete, \$125.00; Kirk's Guess Weight Scale, \$75.00; Arcade machines, coin machines, scales. AUTOMATIC VENDERS, 31 Summit Ave., Providence, R. I. (M-P)

FOR SALE

Used Coin-Operated equipment, Phonographs, Skee Balls, Chicken Sams, etc. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (TF-C)

INDEX TO CONTENTS

MAY, 1941

This Index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

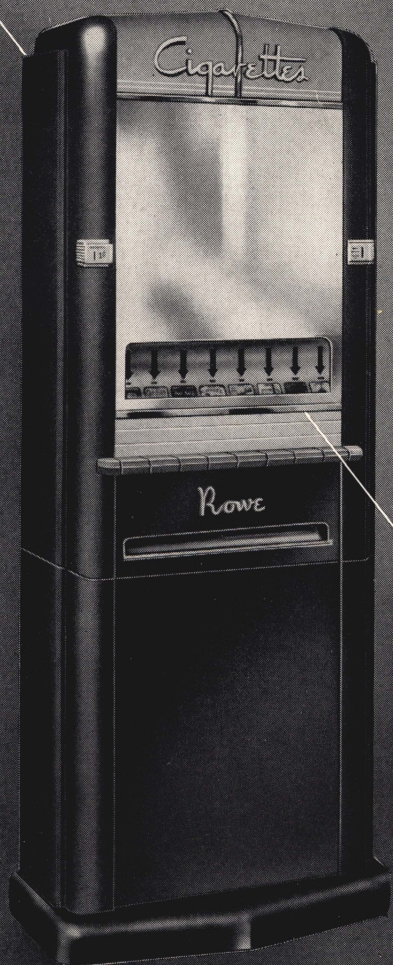
Alpha Distributing Co.	49
Automatic Games	36
Baker Novelty Company, Inc.	18
Bluebird Record Distributors	52
California Simplex Distributing Co.	43
Chicago Lock Company	33
Columbia Record Distributors	54
Corcoran, William	46, 47
Daval Co.	20, 32
Du Grenier, Arthur H., Inc.	9
Ellman & Zuckerman	39
Esquire Music Co.	61
Exhibit Supply Co.	11
Gerett Corp., M. A.	52
Groetchen Tool Co.	23, 24
Hart Music Co.	48
Heidt, Horace & His Musical Knights	55
Holdsworth Print Shop	20
Holly Manufacturing Co.	32
Hollywood Film Enterprises, Inc.	31
International Forwarding Co.	22
International Mutoscope Reel Co.	20, 38, 39
Interstate Novelty Co.	60
Japan Importing Co.	39
Klugh, L. B., Co.	30
Long Beach Coin Machine Co.	14
Mape, E. T., Music Co.	58
Majorette Distributing Co.	31
McClellan, Herb, Co.	26
Metermovies, Inc.	30
Meyberg, Leo J., Co.	54
Mills Sales Company, Ltd.	56
Minthorne, Jean	65
Mott Studios	16
Okeh Record Distributors	54
Operators' Exchange	22
Osborn, DeLoss H.	45
Packard Manufacturing Corp.	Cover IV
Packard Pla-Mor Service	50
Paramount Products Co.	34
Parina, R. A., & Co.	8
Permo Products Corp.	52
Phono-Tel Company, Inc.	59
Phono-Tel Sales Co.	59
RCA Manufacturing Co.	53
Rowe Manufacturing Co.	Cover III
Sanders, Mac	28
Scientific Machine Corp.	Cover II
Simmons, W. E.	44
Smith, W. H.	48
Southwestern Vending Machine Co.	12
Stewart Novelty Co.	57
Stoner Corp.	35
Tri-Way Products Company, Inc.	40
U-Need-A-Pak Products Corp.	17
Universal Distributing Co.	29
Victor Record Distributors	52
Victor Vending Corp.	34
Viking Specialty Company, Inc.	37
Walters, C., & Associates	62
W. B. Novelty Co.	60
Western Distributors, Inc.	41
Weyh, Pete	57
Wilcox, W. W., Manufacturing Co.	18
Wurlitzer, Rudolph, Co.	3, 4, 5, 6, 42
Zeigler Insurance Agency, Inc.	16

JUNE 5th

is the Deadline for the June REVIEW

Send Copy and Cuts Now for Preferred Positions

LET'S "X-RAY" THIS HANDSOME MACHINE



Let's look inside the cabinet, for although The Rowe President has often been called, "Most beautiful cigarette machine ever built," a good machine must offer much more than attractive appearance.

A good machine must be built strong, so that it will give dependable performance and depreciate slowly. It must be constructed simply, so that there is

little chance for trouble and so that adjustments can be made easily. It must provide every feature demanded by today's operating requirements and it must anticipate possible changes in the future which, otherwise, would obsolete the equipment.

When you buy The Rowe President, you get all this — and more. You get a machine that is built for tomorrow as well as today, and which has already proved — by actual use in thousands of locations — that it possesses the most precise performing mechanism ever created for cigarette merchandising.

These factors mean money to you; therefore, when you buy equipment, bear them in mind. "X-ray" the machines that interest you . . . look at the mechanism as well as the cabinet . . . and always remember, "If it's Rowe-built, it's well-built!"

ROWE MANUFACTURING CO., Inc.

World's Largest Builder of Cigarette, Candy, Gum and Mint Merchandising Machines

BELLEVILLE, NEW JERSEY

"Whist, My Bonny Box!"

Ye'll make a spendthrift o' a mon! I dinna come in but to light the pipe, and whoosh! . . . anither nickel's squandered"

● Folks simply can't resist playing Pla-Mor. Pla-Mor's beauty grabs attention. Pla-Mor's flashing red knobs get turning action—and more music played. Result: more nickels, bigger profits.

You can be the music man making the most money, or as "Scotty" would say—
"Mony a nickel wull make a muckle o'

profit . . . Aye Mon! An' Pla-Mor takes in a muckle o' nickels." See your Packard distributor or write us for all details.

PACKARD MANUFACTURING CORP., INDIANAPOLIS, IND.
HOMER E. CAPEHART, *President*

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

HAS THE PLAY-APPEAL

The **PACKARD** LINE is complete including Pla-Mor Selective Remote Controls, Speakers, Steel Cabinets for Phonograph Mechanisms and Adaptors.

